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ABSTRACT

KQED is the community-supported, non-commercial public television station for the San Francisco Bay Area and Northern California. A telephone survey was conducted to determine the size, composition, and general viewing patterns of the station's audience and to ascertain what programs were or were not popular. A total of 11,538 telephone interviews were completed between 6 p.m. and 10 p.m. during one week of November 1970. Respondents were asked if they had a television set and what program they were watching. Certain respondents were asked further questions concerning their age, educational background, opinion of the station and its programming, and their general television viewing habits. The results of the survey are presented at length in both expository and tabular form. Results include evidence that there has been a 20.6% growth in weekly circulation since 1966, that KQED now attracts an audience with a much younger age profile, and that the fragmentation of the station's audience into groups interested in particular kinds of programming is striking. Children's programs, educational programs, and news or public affairs programs stand out as KQED's greatest strengths. Survey design, sampling techniques, material design, interviewer training, and analysis methods used in the survey are discussed in great detail. (JY)

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kqed
and its audience

a report of the
Institute for Communication Research
Stanford University

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kqed
and its audience

... a survey of television viewing in the San Francisco Bay Area, November 1970

Bruce McKay
Institute for Communication Research
Stanford University
Stanford, California

April 9, 1971

acknowledgements

It is impossible here to list here the names of all those persons who contributed to this project. But we thank them.

The survey was possible only because of the work of the 244 volunteer interviewers who did the field survey work. Thanks, first of all, to those volunteers.

For coordinating the volunteer support, assembling the survey materials, and training volunteers, thanks to Mrs. Marianne Barton, Mrs. Sarilee Talley, and Miss Jill Chapman of KQED's Volunteer Activities staff.

At KQED, Mr. Richard Moore, Mr. Jonathan Rice, and Mr. David Fulton provided valuable suggestions and criticism. At Stanford, Prof. Nathan Maccoby and Prof. Donald Roberts provided similar assistance.

I am especially indebted to Prof. Wilbur Schramm, Director of the Institute for Communication Research, for his personal support, guidance, and assistance throughout this project.

cpb/ ford

One final note of appreciation.

The computer analysis of the data and this report were made possible by research grants to KQED from the Corporation for Public Broadcasting and the Ford Foundation.

A note about this report: aims, limitations, interpretation

Survey research, like atomic power, is a fine thing when used in the right place and when handled very carefully.

It is important when reviewing the results of this (or any other) study to bear in mind the limitations of the work and to avoid leaping to conclusions which may not actually be supported by the data.

Our objective has been to develop as clear a picture of KQED as possible, not to build a case about public broadcasting in San Francisco.

Throughout, we have tried to point out the limitations of this survey and to provide a framework within which the data should be considered.

The results of the survey have been collected together and presented in Part I of this report. We ask that the data be considered in view of our comments throughout Part I. The other (rather long) sections have been included as reference for those especially interested in the details of our work.

Although we worked in cooperation with KQED, the survey design and analysis were done at the Institute for Communication Research. The responsibility for this report is ours.

Disclaimer

The results reported here are for the purpose of evaluating the performance of KQED Television only. Other information, including audience measurements of other stations, is provided as background information only. This information is not intended as a rating of commercial television station performance, nor should it be used for such purposes.

Citation of results reported here must indicate the source, base, and limitations of the data.

To the best of our knowledge and ability, these results are accurate within the limitations stated, but no assurances are expressed or implied.

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summary

* The picture of public television in San Francisco which emerges from this study is encouraging. It is a picture of continuing growth in line with increases in the levels of awareness and support for public television throughout the United States. It is also a picture of widespread community appreciation, although KQED certainly has a wide range of critics.

* The narrative section of this report attempts to balance off the tyranny of television ratings. Audience headcounts are a very imperfect means of assessing the impact of a mass medium in the community it serves. ..

* Both the absolute size of KQED's audience and the proportion of television households which view KQED regularly have increased since they were last measured in 1966. The gain is approximately 20.6 %. [See page I-14.]

* KQED's weekly circulation (consisting of households which view the station at least once a week) is estimated to be 636,000 households, or 35.7% of all television households in the Bay Area. This circulation level compares with 29.6% in 1966, and with a U.S. national average for public television of 26% in 1970. [See page I-15.]

* The survey indicated that KQED's 6 to 10 pm audience share is approximately 3.4% of all viewing households. [See page I-17.]

* The average rating for KQED's 6 to 10 pm audience was 1.7% of all television households [See page I-17.]

* "Civilisation" was the major success story in public television in 1970. The audience for the first showing of Civilisation was the largest of the survey period. 9.6% of all viewing households were tuned to Channel 9 for the first showing on Wednesday night, and additional 6.2% watched the Sunday night repeat telecast. Viewers' comments were uniformly enthusiastic. [See page I-17.]

* "Sesame Street" continues to be popular, and in fact attracts the largest audience to KQED. Although the size of this audience was not measured directly by this evening survey, 32.1% of the KQED viewers questioned cited Sesame Street as the most frequenly viewed public television program. [See page I-29.]

- "Newsroom" is the front-running local program on KQED. 26.4% of the respondents said they watch Newsroom more often than any other KQED program. 8.2% of all local news program viewers said they normally watch Newsroom. Newsroom's average audience share was 5.2% of all viewing households. Newsroom was the subject of the widest range of comments by respondents. [See page I-26.]

- The Wednesday night lineup of Newsroom, French Chef, Civilisation, and the Nader Report attracted an overall audience twice as large as the average. Wednesday night viewers constituted one-quarter of KQED's audience for the week [See page I-19.]

- There has been a significant increase in the viewing of KQED by young people. Public television still attracts a predominantly adult audience, but young adults (18-25) account for 12.8% of KQED's audience compared with 8.3% for Channel 4 (NBC), 6.4% for Channel 5 (CBS), and 13.2% for Channel 7 (ABC). [See page I-22.]

- KQED's audience and membership continues to have a higher than average level of education. Sesame Street's audience comes from households below the KQED average. Newsroom's from households above it. [See page I-18.]

- Praise of KQED ranges far and wide. So does criticism. One respondent said "Channel 9 is the best thing to hit TV." Another said he wouldn't watch "for $1.00 an hour. Complaints that KQED concentrates too much in certain areas (such as minority programming) are balanced by complaints that these areas are ignored or receive too little attention. [See page I-34.]

- KQED's audience is fragmented. Comments, criticism, compliments, and responses of most frequently viewed KQED programs represent the widest imaginable range of tastes and interests. [See page I-38.]

- KQED's station image in the mind of the community is now fragmented as well. Whereas Channel 9 was once regarded almost universally as "dull, stuffy, and boring," KQED now is seen to be "educational, involved," "liberal," "radical," "psychedelic," and "dull, stuffy, and boring." [See page I-34.]

- Bay Area television viewers do a lot of channel switching. Competitive programming on commercial stations has a definite effect on the size of KQED's audience. [See page I-33.]

- Approximately 25% of all television households never watch Channel 9. [See page I-16.]

- KQED enjoys the support of a large and responsive volunteer organization. For this survey, 244 volunteers placed 21,465 telephone calls and completed 11,538 interviews, 7,999 with respondents viewing television when contacted. [See page I-36.]

part I.

kqed and its audience

INTRODUCTION

Soap companies commission attitude surveys to find out what the public thinks about soap. Car manufacturers commission motivational surveys to find out what kinds of sexual fantasy can most successfully be translated into automobile design. But what should one expect to learn from a survey of television viewing patterns ?

Last December the Special Committee on Mass Media of the Senate of Canada reported on in-depth interviews about media usage conducted on its behalf with 2,254 Canadians. The most striking thing about the results was the discovery that what people think about the media, and what media managers *think* people think about the media, are two very different things. (Who could have imagined, for instance, that fully four Canadians in ten actually *talk out loud* to their radio and television sets - partly from loneliness, and partly from a latent frustration at not being able to react to what is said or done on the screen?)[1*]

By coincidence, John W. Macy, Jr., President of the Corporation for Public Broadcasting, came to San Francisco during the week of our survey. Speaking to the Commonwealth Club on November 13, he said:

> Think back, if you will, to the days when television began. The prospects it presented were dazzling. We saw it as a powerful communications tool that could work a renaissance in our national life - a renaissance of learning, of enlightenment, of pride in our culture, and of dedication to our democracy.
>
> Since then, the dream has been all but forgotten. But it has not died. It lives today in public broadcasting.[2]

---

* Reference Notes appear in Part IV, beginning on page IV-35.

In his remarks Macy conceded that public television had a long way to go to make the dream reality. At the same time our survey was attempting to find out how far it had come.

The last intensive study of KQED's audience was done in 1966. It surveyed the viewing of KQED, then known as an "educational" television station, on one evening. Since that time, the emphasis has shifted from educational to "public" broadcasting, national network service has been added, and KQED's local programming efforts have been expanded with such major additions as Newsroom."*

The Focus of this Survey

A month before our survey, Richard O. Moore, President and General Manager of KQED, reported in *FOCUS*, the KQED program guide, that a recent national study [3] had reached the conclusion that "Public television is perceived not as a medium for 'the people,' but rather as a segregated vehicle for the higher educated segment of the population, and a little left of center " Moore observed that many people, both inside and outside of public television, have been saying this for a long time. And he concluded that "the challenge or, to put it more accurately, the necessity for public television to serve the whole community is the most difficult task facing KQED."[4]

At KQED's request, and with its cooperation and the assistance of its volunteer organization, we set out to measure Channel 9's 1970 performance and to assess KQED's image in the community it serves.

The questions which were uppermost in our minds included:

- Is KQED really a *public* television station in the sense that it serves its community at large? Or is it a specialized service for the educated, the rich, and the aged?

---

* For those persons outside the San Francisco Bay Area not familiar with KQED, a short station profile has been included in Part IV, pages IV-1 through IV-4.

- Who is actually watching KQED on a daily basis? Only the highly educated? Only pre-schoolers and pensioners? Only members? Has the composition of the viewing audience changed?

- How large an audience is KQED reaching? Is this audience growing? If so, how much? Is the increase, if any, greater than the national average? What can it do to improve its penetration?

- What public television programs do people like best? Should there be major changes involving the elmination of some types of programming and major increases in others?

- What advice can the viewers provide? Are there areas in which all of KQED's critics agree, and in which the station should, therefore, consider changing its ways? Are there significant areas of potential audience interest which Channel 9 has left untouched?

- Can KQED honestly tell a success story? Can it cite a good performance record in its appeals to its community and to local business for vitally needed financial support?

THE SURVEY

Methodology

Background

Unlike its commercial counterpart, public television does not maintain any continuing audience research services. This is principally because funds are not available to meet the rather considerable costs of such services, costs which are significantly higher than average for reliable studies of public television because its audience is smaller, and thus more difficult to find and measure. Public television stations have long found that virtually the only way to obtain audience information which they can trust and afford is to conduct surveys themselves. This study follows that pattern.

Design

The type of study which we decided to conduct is known as a "telephone coincidental" survey. In such a survey, respondents are asked if they were viewing television when the telephone rang, and if so, what channel they were viewing. In this survey, respondents were asked a number of supplementary questions as well.

A complete discussion of survey methodology appears as Part III of this report. In it we have attempted to outline the available research options, our thinking in proceeding with a coincidental survey, and the limitations of data gathered by telephone. We have also provided details of our sampling procedure, materials design, and interviewer training program.

Execution

The field work was done by 244 volunteer telephone interviewers working in the 7 separate calling areas in the San Francisco Bay Area shown in Figure I-1. The calling areas, as identified in Figure I-1, were:

SF	San Francisco
Oak	Oakland, including Berkeley
Mar	Marin
PA	Palo Alto
SM	San Mateo
Al-N	Alameda-North (Hayward Area)
Al-S	Alameda-South (Fremont-Newark)

The calls were organized in 8 half-hour segments from 6 pm until 10 pm for the 7 days from Thursday, November 12, through Wednesday, November 18. The volunteer interviewers placed 21,465 telephone calls and completed 11,538 interviews, 7,999 with respondents viewing television when contacted. The interviewers were instructed in the standard survey procedure in training sessions prior to the survey week and worked from word-by-word "Scripts" in conducting the interviews.

The execution of the survey is described in detail in Part III, beginning at page III-17. We have provided a great deal of detail, much of it for the guidance of persons contemplating similar studies. *It is our hope that all this information will eliminate the necessity for others to re-invent all the wheels which we came to need in this survey.*

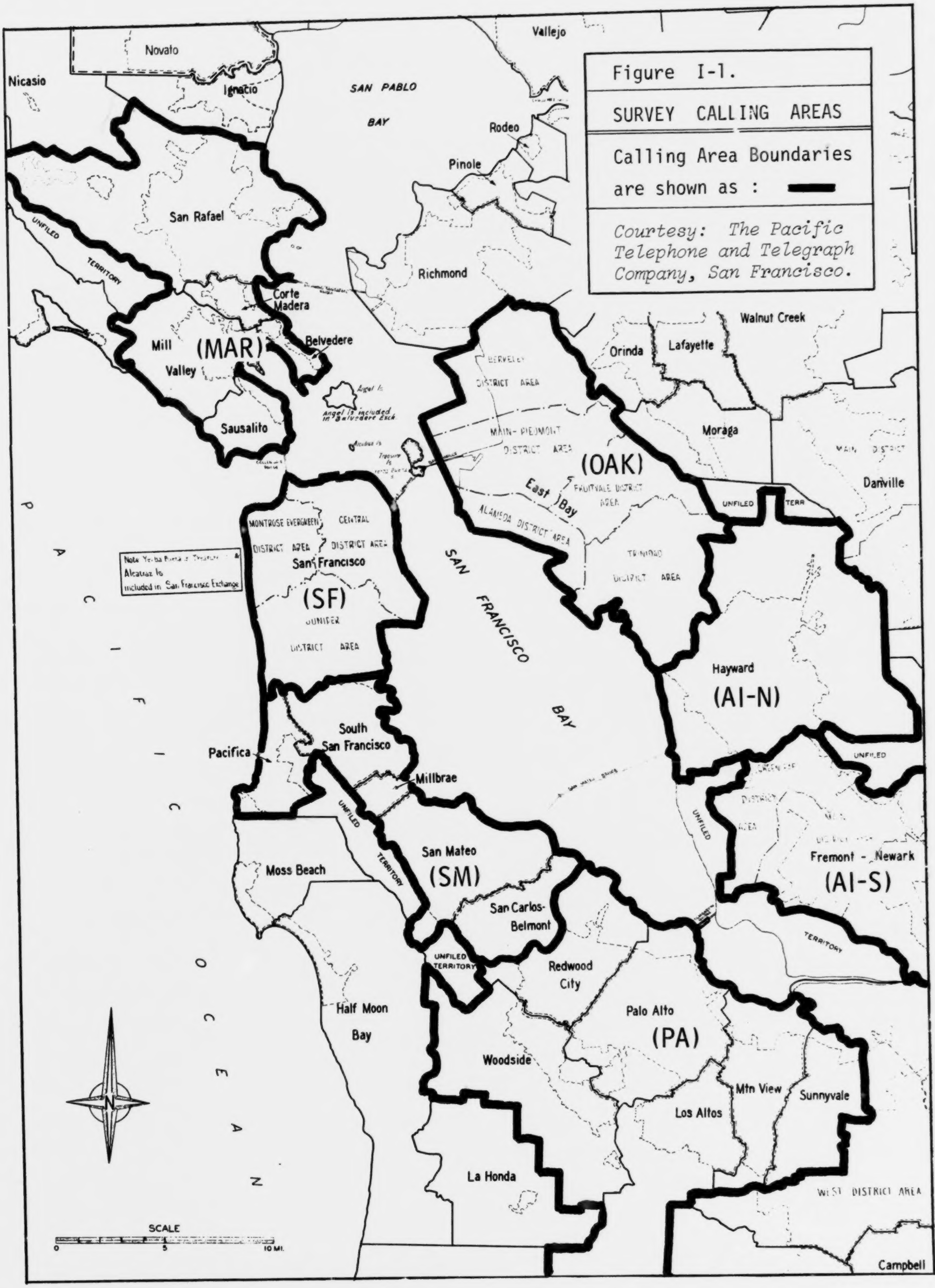

Figure I-1.

SURVEY CALLING AREAS

Calling Area Boundaries are shown as : ▬

Courtesy: The Pacific Telephone and Telegraph Company, San Francisco.

Novato
Vallejo
Nicasio
Ignacio
SAN PABLO BAY
Rodeo
Pinole
San Rafael
UNFILED TERRITORY
Richmond
Corte Madera
Belvedere
Mill Valley
(MAR)
Sausalito
Angel Is
Angel Is included in Belvedere Exch.
Alcatraz Is
Treasure Is
Yerba Buena
Walnut Creek
Orinda
Lafayette
BERKELEY DISTRICT AREA
MAIN-PIEDMONT DISTRICT AREA
(OAK)
FRUITVALE DISTRICT AREA
East Bay
ALAMEDA DISTRICT AREA
TRINIDAD DISTRICT AREA
Moraga
MAIN DISTRICT
Danville
UNFILED TERR
P A C I F I C O C E A N
Note Yerba Buena & Treasure & Alcatraz Is included in San Francisco Exchange
MONTROSE EVERGREEN DISTRICT AREA
CENTRAL DISTRICT AREA
San Francisco
(SF)
JUNIPER DISTRICT AREA
SAN FRANCISCO BAY
Hayward
(AI-N)
South San Francisco
Pacifica
Millbrae
UNFILED
UNFILED TERRITORY
GREENLEAF DISTRICT AREA
Fremont - Newark
(AI-S)
TERRITORY
Moss Beach
San Mateo
(SM)
San Carlos-Belmont
UNFILED TERRITORY
Redwood City
Half Moon Bay
Palo Alto
(PA)
Woodside
Mtn View
Sunnyvale
Los Altos
La Honda
WEST DISTRICT AREA
Campbell
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N

The Survey Instructions for the volunteers, the interview Scripts, and the other survey materials have been reproduced as references for persons examining our work closely and for those designing other studies. These materials appear in Part IV, beginning at page IV-5.

Scope of this Study

Although this was a large study, it was not a complete survey of KQED's operations. There were times when those involved in the struggle to meet our deadlines would not have believed us, but we did recognize some limits on what we could ask of our volunteers.

As stated above, we consider this to have been a large study. We were very pleased that the volunteer organization was able to support a project of this size. We should, however, recognize what this survey includes and what it doesn't.

This is a study of the 6 pm to 10 pm viewing of KQED television. Any assessment of programming at other times is indirect. We believe that the survey period chosen was typical of KQED's Autumn 1970 operations, but each day in the weekly schedule was measured only once.

We did not specifically direct our attention to KQED-FM radio or to questions about the future operation of KQED's UHF Channel 32, although some comments relevant to these operations can be made on the basis of the data gathered.

In this survey, respondents are identified by geographical area, age, education, KQED membership, and viewing behaviors. Although we were interested in KQED's services to minorities, this telephone survey provides no explicit means of isolating minority group members.

Limitations of the Data

The following comments are taken from the complete discussion of "Confidence in Survey Results" which appears in Part III.

How confident should you be in our results?

Let's deal with that by answering another question: How confident are we in what we have reported here ?

It is impossible to state confidence limits numerically. But we do have a great deal of confidence in the overall results of the survey. Our continuous scrutiny of the data never revealed any results which we were tempted to dismiss out-of-hand.

In spite of our intuitive confidence in the results, the following points should be noted:

- We used a telephone book sample and assumed that households not listed are like those that are.
- The information was obtained over the telephone, and although we could check some answers, we were forced to assume that other answers were truthful.
- The information was taken by volunteers who are KQED supporters. We made some observational checks of their data sheets and believe they reported the results honestly.

Throughout the survey, individual percentage measurements may be off fractionally, but (we believe) the general picture which we obtained of KQED and its audience is accurate.

A FRAMEWORK FOR INTERPRETATION

This survey project produced a lot of numbers; sizes of this thing, and percentages of that. Before we present the results, permit us a few words of caution about the limitations of ratings and about communications phenomena which may not show up in numerical results.

The Tyranny of Ratings

Measurements of audience size are useful in gauging station performance, but they should not be the only input to decision making processes. We could scarcely improve on what Harry J. Skornia wrote in 1965 about ratings in *Television and Society*, and so we quote directly:

> Ratings and the use made of them have been repeatedly condemned - and not only by the usual critics of television. LeRoy Collins, former president of the National Association of Broadcasters, has called them "a maize of statistics built from scanty facts."
>
> They have been criticized as "much ado about (practically) nothing," in view of the millions of dollars and the showy electronic computers used to extrapolate microbe-sized figures based on inadequate evidence into "public opinion." Probably never have so many people and dollars been engaged to prove so much from so little.
>
> Ratings are based on the premise that stations should broadcast what the public wants. This premise should be examined.
>
> Now the communicator asks: What do you want said? The dangers of carrying the What-the-Public-Wants practice to an extreme are obvious.
>
> But this is only a small part of the problem. The slogan "Give the public what it wants" implies, first, that the public knows what it wants; second, it implies that the public is an *it* instead of a they; third, it implies that there is a clear and accurate way for wants to be transmitted to the decision makers.
>
> When asked what are their favorite programs, people in various studies have often not listed the top-rated ones. In fact, many of the highest-rated programs appear, year after year, on "dislike most" lists.
>
> The most famous defense of ratings is that given by Dr. Frank Stanton who sees ratings as a basic element in implementing cultural democracy. Giving the people what they want, Dr. Stanton believes, is the very essence of democracy. He has repeatedly stated that he knows of no satisfactory alternative to letting the people set standards of programming by the simple act of accepting or rejecting what is offered.
>
> It is natural for broadcast leaders to rely on ratings, since they conceive of television as a mass medium. Yet what is a mass? And can television viewers be considered a mass?
>
> The BBC's first director general, Lord Reith, has never considered television and radio to be mass media. He sees not a mass but a series

of different publics, each of which must be treated with respect; and not as targets for advertisers, but as human beings capable of cultural and intellectual *growth*.

At least two steps are needed if the present dangerous mass concept dominating the use of television and radio is to be stopped. The first is to introduce into the one-way system we now have the more rapid feedback that leaders in a democracy require.

Second, programming for the cultural subgroups of the nation must replace mass-audience programming. This is not to say that fewer people should be served. It is to say only that fewer people will be served at a time. Selective viewing and selective programming must be promoted. Instead of reaching a majority by homogenizing most programs, a majority would be accumulated by adding together the many individual minorities who want something more specific than the present fare.

Ratings could be useful. But they are now being used to defeat rather than to serve the public interest. Good editors have reported that when readership surveys have revealed low interest in foreign news, they have used these surveys as guides for *improving* or *increasing* their foreign news, not for replacing it with comics. Ratings should challenge rather than defeat.[5]

The Flow of Communication

Before this survey began, persons connected with KQED expressed to us their concern that the station was reaching a small proportion of the households in the Bay Area. When the preliminary results were made available, their concern remained. We propose to deal with that here. The results of a survey such as this should be understood in light of what is currently known about mass communication processes.

Communication Theory

Communication scholars have not been particularly effective in communicating their findings to others, even to those involved on a day-to-day basis in the media. This is not the place for a full discussion of communication theory, but it does seem appropriate to review the findings in one area: *The effects which a mass communication medium such as television has in a community, or on the population at large, cannot be measured solely in terms of the absolute size of the audience.*

In attempts to explain the consequences of the mass media for the audiences whose attentions are turned toward them, a wide variety of ideas, assumptions, theories, and hypotheses, has been advanced over a considerable number of years. There has been something like a progressive development and increasing sophistication of ideas concerning the media and their impact, in spite of the fact that this development has often been, and remains, halting and disorderly. As new concepts concerning man and society became available, these were used to modify the basic theories.

Early mass communication theory stated that powerful stimuli were uniformly brought to the attention of the individual members of the mass. Each person responded more or less uniformly. The result was that the members of the mass could be swayed and influenced by those in possession of the media, especially with the use of emotional appeals.[6] Although this early "hypodermic needle" or "transmission belt" theory, with atomized individuals connected to the mass media but not to one another has been superseded, to this day public debate rages over control of the "awesome power" of the mass media.

Gradually it became clear that, even in theory, mass society could not be thought of as an aggregate of atomized mass individuals. The recognition of the importance of interpersonal relations in mass communication situations led to new theory.

Our understanding of the flow of ideas from the mass media stems from rural sociology and mass communication research. The best known rural sociology study of all time concerns the diffusion of hybrid seed corn in Iowa in 1943. The seed was the result of years of research by agricultural scientists, and lively commercial interests in the Iowa Extension Service aided the diffusion of the new idea. The researchers found that the typical farmer first heard of hybrid seed from a salesman, but that *neighbors* were the most influential source leading to adoption. Salesmen were more important information sources for earlier adopters, and neighbors were more important for later adopters.[7]

The findings in the rural sociology tradition corresponded with developments in the understanding of mass communication. Whereas the rural studies had always taken into account the farmers' contacts with one another, early mass communication research considered the fact that members of an audience had families and friends to be irrelevant. Paul Lazarsfeld, Bernard Berelson, and Hazel Gaudet studied the impact of radio and newspapers in the 1940. U. S. Presidential election. They found that there were people in the population who exerted a disproportionately great influence on their fellows, and that these "opinion leaders," as they came to be called, were not the obvious wielders of influence but were distributed at every occupational, social, and economic level. Ideas seemed to flow *from* radio and print *to* opinion leaders, and *from them* to less active sections of the population. On the basis of such studies, Lazarsfeld and others advanced the "2-step flow" theory of mass communication, in which the importance of personal influence was recognized.[8]

There are many other studies confirming the importance of personal influence and adding detail to our understanding of the mechanisms by which personal influence operates. These studies include the adoption of educational innovations,[9] the dissemination of health information,[10] and the impact of various influences on the purchasing decisions of residents of a city." One study researched the way in which doctors decide to prescribe new drugs. In addition to questions on background attitudes, and exposure to various sources of information and influence, each doctor was asked to name the colleagues he saw most often socially, and to whom he looked for information and advice. Using this information, the researchers were able to map the networks of interpersonal relations. The researchers were able to record the diffusion of drug usage over time by means of an audit of the prescriptions on file in the local pharmacies of the cities studied. The study indicated that although the doctors might have heard of the existence of a new drug from a representative of the drug company, from the drug house itself, or from a professional journal, decisions to prescribe the drug were based primarily on interpersonal influences from colleagues known to be in contact with many other professionals and from friends.[12]

The Multi-Step Flow of Communication

The multi-step flow theory grew from the realization that the "top-down" flow of communication from sources to opinion leaders to the masses was an oversimplification. It was recognized that opinion leaders interacted with other opinion leaders, and were connected to their sources and to those influenced by complex networks rather than direct channels.

In recent years a number of studies have contributed to a composite profile of opinion leaders. It may be, for instance, that opinion leaders unconsciously sense that other persons look to them for their views. It may also be that these opinion leaders expose themselves to a wider range of information sources and pay closer attention to the media. We are not as certain of these points today as we once were. But accurate profiles of opinion leaders are not essential for our purposes here.

The point that is important is one in which we do have confidence. It is this: *the function of the media is to start discussion* which continues on an interpersonal basis throughout the community.

Application of Theory to Public Television

Our understanding of the complexities of the flow of information and opinion from the media into and throughout the community lead us to the following observation: *the impact of public television, particularly public affairs programming dealing with current issues, is significantly greater than audience size measurements suggest.*

Consider, as an example, the recent issue in San Francisco of the maximum permissable height for new construction in certain waterfront areas. The issue was covered routinely by most of the news media in San Francisco, but KQED dealt with the subject in detail. Newsroom presented the arguments both for and against the various proposed limits, and interviewed a wide range of the people directly involved - extending from those insisting that a 72-foot limit was essential to preserve the natural beauty of the city, to those insisting that a proposed 550-foot waterfront complex in its high-rise form was essential to the city's economy.

What was KQED's impact on the final decision? It was undoubtedly greater than Newsroom's average share of 5.2% of all viewing households would suggest. Why? Because at water coolers, over coffee, and in downtown bars -

wherever the waterfront height limit was discussed - some of these Newsroom viewers passed along the views they had formed from watching the presentation of the issue on KQED. The point that the impact of a program may be greater than that suggested by ratings does not apply just to public television. It applies equally to local commercial station programming such as KRON's "Assignment Four," and to network offerings, a classic recent example being CBS's "The Selling of the Pentagon."

Another aspect of the impact of television programming which lies outside the scope of this study (and most others) is the direct effect on decision makers. One aspect of this influence was pointed out by W. Stewart Pinkerton, Jr. in a recent article about NBC's "Today Show" in *The Wall Street Journal.* Pinkerton made the point that although Today's audience is very large the program's impact is even greater than audience size would indicate, because numbered among the 7 million daily viewers are 65% of the members of Congress. Commenting on Today's impact, Jack Gould of *The New York Times* said, "It's the best interoffice memo in Washington.... The quickest way to get a point across to anyone is to get it on that show."[13]

We do not know how to measure these influences. We cannot, for instance, express in numbers the impact which KQED had in the waterfront height limit issue by deciding to televise live the crucial meeting of the Board of Supervisors. What we do know, and what we ask you to remember as you review the results of this survey, is that survey measurements provide *part* of the overall picture, a picture which must take into account the way in which television fits into the very complex community communication network.

RESULTS

The data gathered during the survey week was checked by clerical workers, coded for numerical analysis, keypunched, and analyzed using the computer facilities of the Stanford Computation Center. The 42 tables of results have been reproduced for detailed reference in Part II.

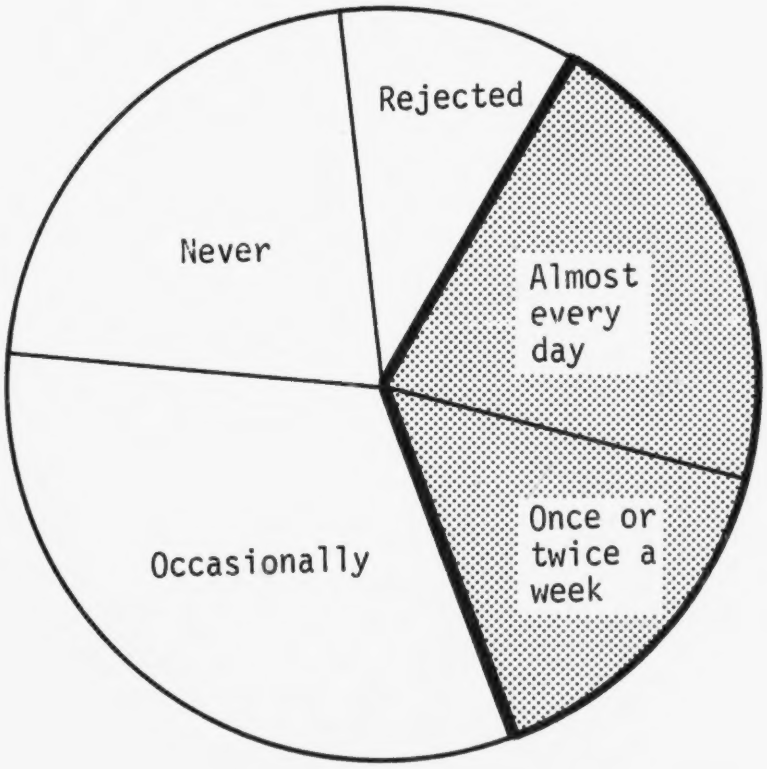
Audience Size

Weekly Circulation

The most common measure of audience size used in public television is "weekly circulation," sometimes also referred to as "reach." Weekly circulation is a measure of how many households watch at least once a week.

In this survey, respondents were asked "How often would you say that someone in this household watches KQED, Channel 9, the public television station?" Responses were categorized as "almost every day," "once or twice a week," "just occasionally," or "never." Because of the long-standing association of public broadcasting with education, there is a natural tendency for respondents to report greater than actual viewing rates. In order to control for any such inflation, respondents replying "almost every day" or "once or twice a week" were asked "Can you remember the name of a program that you've seen on Channel 9 in the past week?" Based on responses to this second question, the interviewers indicated whether or not the original viewing rate answer was to be believed. 21.2% of the responses checked were rejected because the interviewers could not confirm them on the basis of the "name-a-program" check. The responses are shown in Figure I-2 on the next page.

Combined "almost every day" and "once or twice a week" confirmed responses represented 35.7% of all television households responding. This compares with 32.5% in an American Research Bureau (ARB) study in February/March 1970, with 29.6% in a Stanford study in 1966, and with 24% in 1962. The current circulation level is 20.6% greater than the 1966 measurement which was made in the same way. [Detail: Tables II-4 and II-5, pages II-5 to II-7.]



Viewing Frequency	Responses
Amost every day	20.7 %
Once or twice a week	15.0 %
Occasionally	32.7 %
Never	21.6 %
(Rejected Responses)	(9.5 %)

Figure I-2.
KQED Viewing Frequency

The 35.7% circulation rate can be compared with the following national figures for public television stations (measured in a different way):

Measuring:	Circulation
Total Audience 1970	26%
(1969)	(21%)
Audience served by VHF	33%
In U.S. "West," VHF	40%

Although comparison of the 35.7% rate with the above figures is difficult, because different techniques were used to obtain the data, KQED's circulation rate appears to compare favorably with the national averages. [Detail: Table II-6, page II-7.]

Translation of the circulation rate into numbers of households requires accurate measures of the total number of television households in the coverage area. In this report we have used by permission the estimates of the two major audience research services, A. C. Nielsen Company and ARB.

A. C. Nielsen estimates the number of Metropolitan San Francisco television households to be 1,000,072; ARB estimates 1,000,078. Based on 1,000,000 television households, KQED's Metropolitan San Francisco weekly circulation would be 357,000 households.

Because "coverage area" definitions differ, the research services report different figures. A. C. Nielsen estimates 1,667,730 television households in the coverage area. ARB reports 1,478,400 in the Area of Dominant Influence (ADI)^{tm}, an exclusive geographic area consisting of all counties in which the home-market stations receive a preponderance of total viewing hours. Based on the Nielsen figure, KQED's weekly circulation would be 595,000 households; on ARB - 527,000.

ARB reports 2,395,400 households in its Total Survey Area. Estimating circulation in the 917,000 households in the Total Area but outside the ADI is difficult. KQED is carried into some of these households by translators and by CATV systems, but the circulation rate, based on an examination of data from Alameda-South (our most out-lying survey area), is less than 35.7%. KQED weekly circulation, based on 35.7% circulation in the ADI and one-third that (11.9%) in the out-lying area would be 636,000 households.

The 636,000 households figure can probably be used with confidence, and may be conservative, because it is derived from what we consider a conservative circulation rate. The 35.7% used completely excludes the 9.5% of all households which reported viewing weekly but whose responses were not validated. The circulation rate does not take into account that some of these households view KQED occasionally, if not as frequently as claimed. Nor does it take into account the 32.7% of all households which reported "occasional" viewing. [Detail: Table II-5, pages II-6 and II-7.]

Average Audience

On the average during the survey period, 1.7% of all television households were viewing KQED. This represented 3.4% of all households actually viewing television. Based on Nielsen's 1,667,730 television households, KQED's average survey audience size would be 28,400 households, or 68,000 viewers at 2.4 viewers per household. Using the ARB figures as above to estimate the complete coverage area, the audience size would be 30,600 households, or 73,500 viewers.

At its largest ("Civilisation," 9-9:30 pm, November 18), KQED's audience on the Nielsen base would be 86,800 households or 208,000 viewers.

Principal Variables

In reporting much of the data, all respondents are taken together. However, some main divisions were also used. Many responses were analyzed separately for each of the calling areas. The level of education of the head of the household was also used extensively. Variations by these two characteristics are noted throughout the results.

Area

The division of the survey area into seven separate calling areas is shown in Figure I-1. There were no striking differences from area to area, although there were variations. KQED viewing in the Alameda-South area, close to San Jose, was lower than in other areas. This area also recorded fewer cases where the telephone was not answered and a higher proportion of households which did answer were watching television. Being at home more, watching television more, and watching KQED less all went hand in hand in this area. [Detail: Table II-1 and II-11, pages II-2 and II-12.]

The San Francisco area was confined to the city itself. The Oakland area was less homogeneous: it included both Oakland and university-dominated Berkeley. We would expect the standard of living throughout the Marin area to be at least as high as any other survey area. The San Mateo area is predominantly suburban/commuter. The Palo Alto area includes the Stanford University community.

KQED circulation was above average in Oakland, Marin, Palo Alto, and Alameda-South; below average in San Francisco and Alameda-North; and at the average level in San Mateo. [Detail: Table II-7, page II-8.]

Although the calling area boundaries used in the 1966 Stanford study differed from those used in this study, the pattern of variations was similar.

Education

It is of interest in surveys of this type to break down responses along lines such as income and occupation, but telephone interviews do not lend themselves to the gathering of this information. On the whole, however, we do know that there are significant correlations between several factors which, taken together, are used to develop measures of "socio-economic status" (SES). One of these factors is education. It was used in this survey because it is easier to ask by telephone, because we were directly interested in variations by education, and because it provides a rough SES indicator.

In this survey, there was a relationship between education (based on the level of the head of the household) and calling areas. The Palo Alto, Oakland, and Marin areas are above average. Respondents who had completed college or more totalled 48.0% in Palo Alto, 37.7% in Marin, and 37.6% in Oakland, compared with an average of 34.9% and lows of 16.3% and 19.0% in Alameda county. More dramatically, respondents with education beyond the completion of college accounted for 20.7% in Palo Alto and 15.0% in Oakland, compared with an average of 12.3% and a low of 3.6% in Alameda-North [Detail: Table II-3, page II-4.]

KQED circulation was above average where the head of the household had at least some college education. Almost 20% of the confirmed KQED viewers came from households where the head of the household had further education beyond the completion of college; 45.3% of the audience came from households with at least the completion of college.

Households with further education beyond college accounted for 58.5% more of KQED's audience than the size of the group would suggest; households with elementary school only made up 53.8% less of the audience than the group size would indicate. [Detail: Table II-8, page II-9.]

There were significant variations by education in the coincidental viewing (watching when contacted) responses. *As the level of education increased, the likelihood that the household would be viewing Channel 9 increased dramatically.* KQED's audience share ranged from a low of 1.1% of viewing households at the "completed high school" level to 9.4% at the "further education beyond college" level.

Even more dramatically, the percentage of all respondents (in this case including "no answer" and other "incomplete" calls) with the television set turned off rose from 21.2% at the "some high school" level to 32.3% at "completed college" and 40.4% at the "further education" level. *As the level of education increased, the amount of television viewing dropped off sharply.* [Detail: Table II-12, page II-13.]

The "audience share by education" profiles of Channels 4, 5, 7, and 9 are shown in Figure I-3. Also included is the television-off profile.

General Viewing Patterns

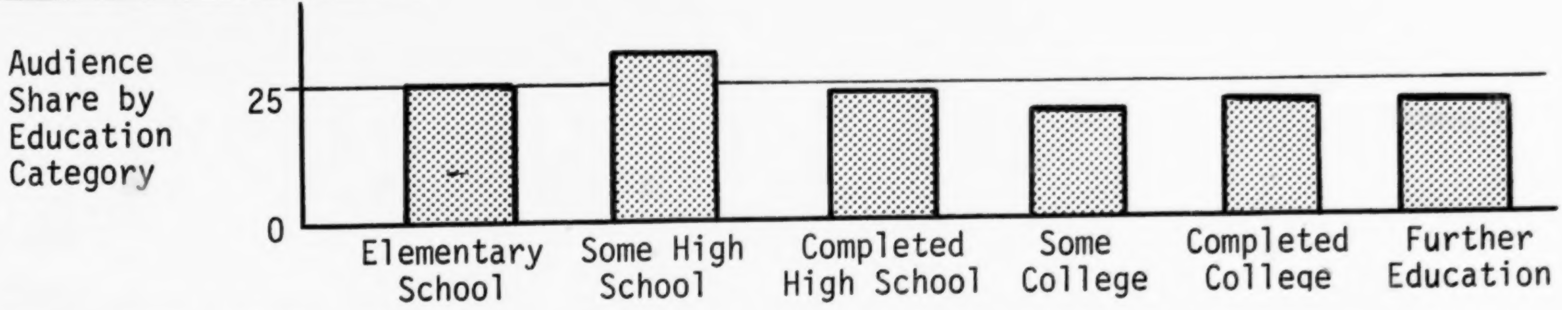
Variations By Day and Time

There are variations in KQED's audience size from day to day, but these appear to be a function of program offerings much more than the day of the week.

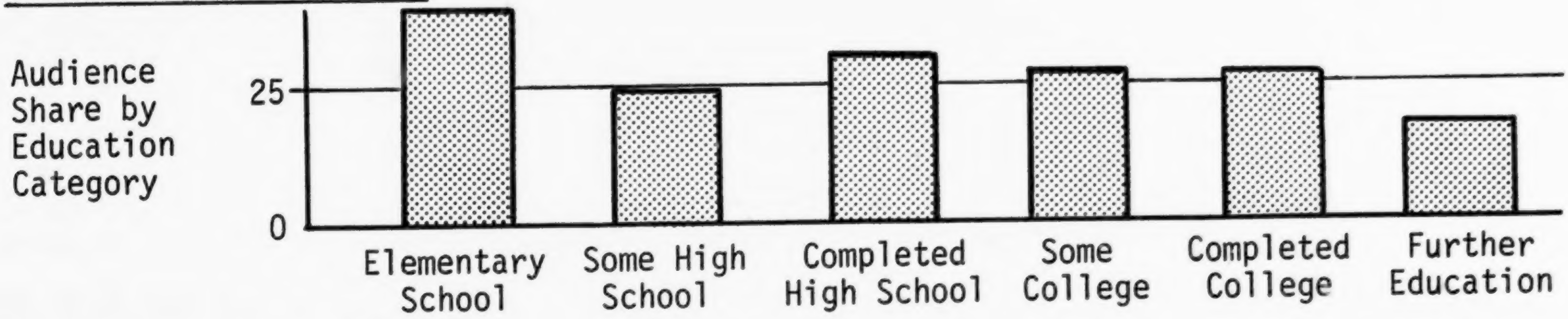
The Wednesday evening program lineup (featuring Newsroom, The French Chef, Civilisation, and the Nader Report) accounted for 24.9% of KQED's total survey week audience. Weekday viewers accounted for three-quarters of the audience. Although Saturday (with Fanfare, the Course of Our Times, Washington Week in Review, San Francisco Mix, and Homewood) contributed only 6.5%, Sunday (Soul!, The French Chef, Kukla, Fran & Ollie, Vanishing Wilderness, Firing Line, and Civilisation) accounted for 19.2% of the week's audience.

(See Disclaimer, page iii, regarding use of Channel 4, 5, and 7 data.)

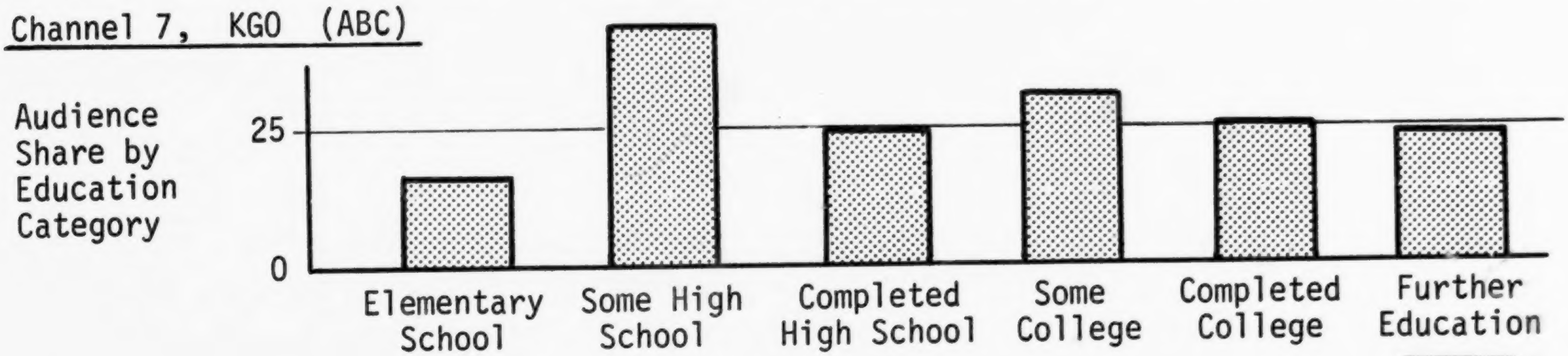
Channel 4, KRON (NBC)



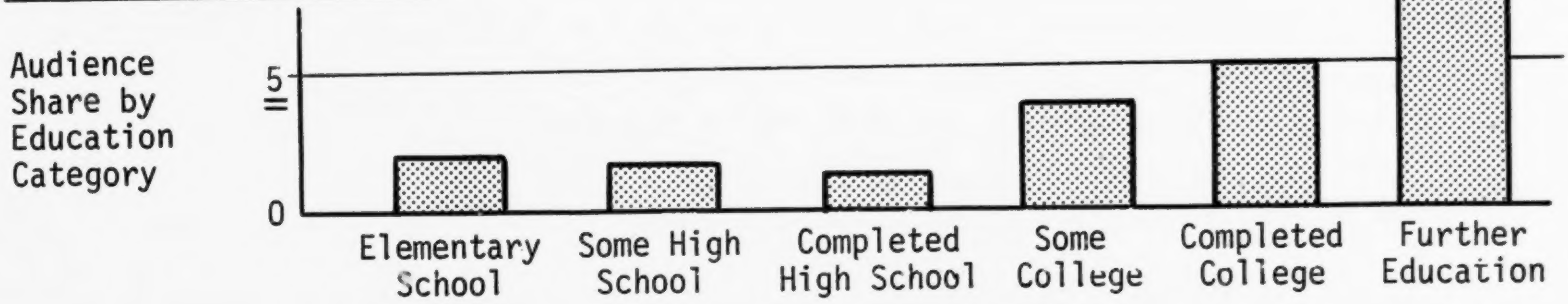
Channel 5, KPIX (CBS)



Channel 7, KGO (ABC)



Channel 9, KQED (PBS)



Homes Reporting Television Set Turned Off

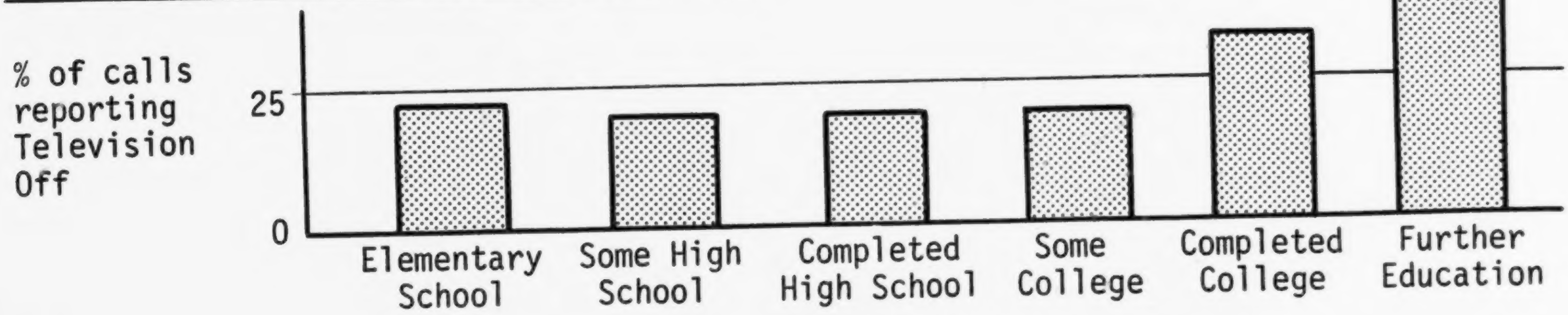


Figure I-3. Television Viewing By Education

[Detail: Table II-13, page II-14.]

Variations in audience size during the 4-hour survey period also appear to depend much more on program offering than time of day.

The two half-hour periods accounting for the largest portions of KQED's audience (20.0% each) are the periods when Channel 9's audience share is highest (4.8% and 4.6%). The smallest audiences are between 6 and 6:30 pm (4.1% of the 4-hour total) and between 6:30 and 7 pm (6.5%). These correspond to the lowest audience shares (1.2% and 1.8%). [Detail: Table II-14, page II-15.]

It is difficult to determine the extent to which the low 6 to 7 pm viewing depends on the time of day. The proportion of all television sets off during this period is only slightly higher than the 4-hour average (26.6% compared to 22.3%). Channel 9's 6 to 7 pm audience is 10.6% of the 4-hour total; for Channel 4, this period represents 15.4%; for Channel 5 - 26.4%; and for Channel 7 - 19.6%. An examination of those programs which were telecast between 6 and 7 pm and at another time during the survey reveals no clear pattern. Guitar, Guitar, The Course of Our Times, and The French Chef had larger audiences in the 6 to 7 pm period; Astrology, Vanishing Wilderness, and Kukla, Fran, and Ollie had smaller audiences. Competitive programming may have had an effect. Astrology and Vanishing Wilderness, for instance, ran against both NFL Football and news in the 6 to 7 pm period. The effects of competitive programming can be seen in Table II-15 page II-16 to II-22.

Viewing of KQED after 10pm was not measured directly, but 1620 households which view KQED were questioned about their after-10 viewing habits. Of the households viewing KQED at least weekly, 16.8% indicated that they view KQED after 10 pm at least once a week, 4.2% almost daily. 17.1% of the KQED members questioned said they view Channel 9 after 10 pm at least weekly, 7.3% almost daily. [Detail: Table II-26, page II-34, and Table II-36, page II-43.]

Variations By Age

In an attempt to determine whether young people had stopped viewing television in significant numbers, 6,036 members of responding households were classified into 6 age categories. Using this and other data, we were able to construct age profiles for the surveyed population, for those members of the households questioned who were actually watching television, and for those viewing each station. The percentages of persons viewing television in each age category are shown in Figure I-4. [Detail: Table II-27, page II-35.]

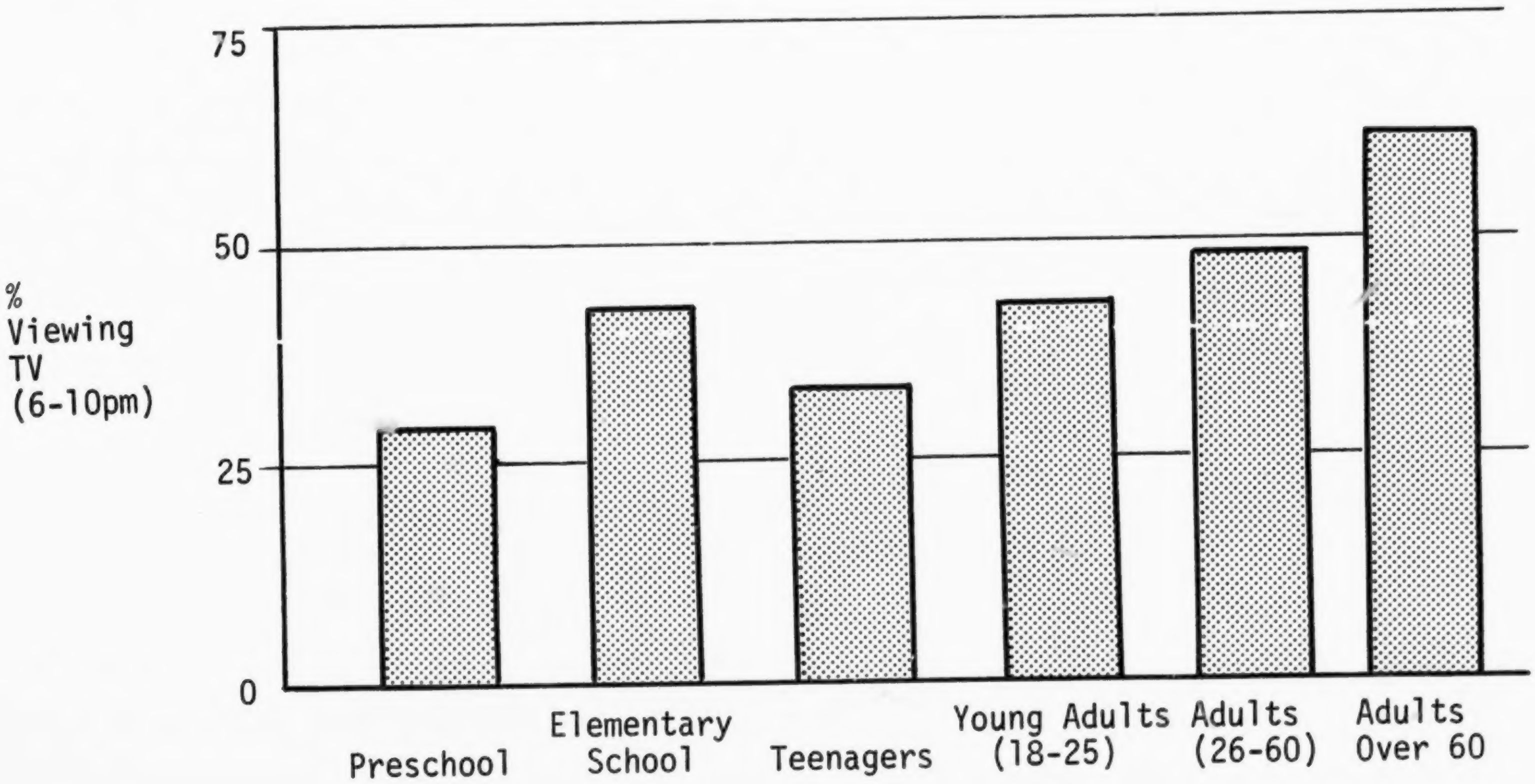


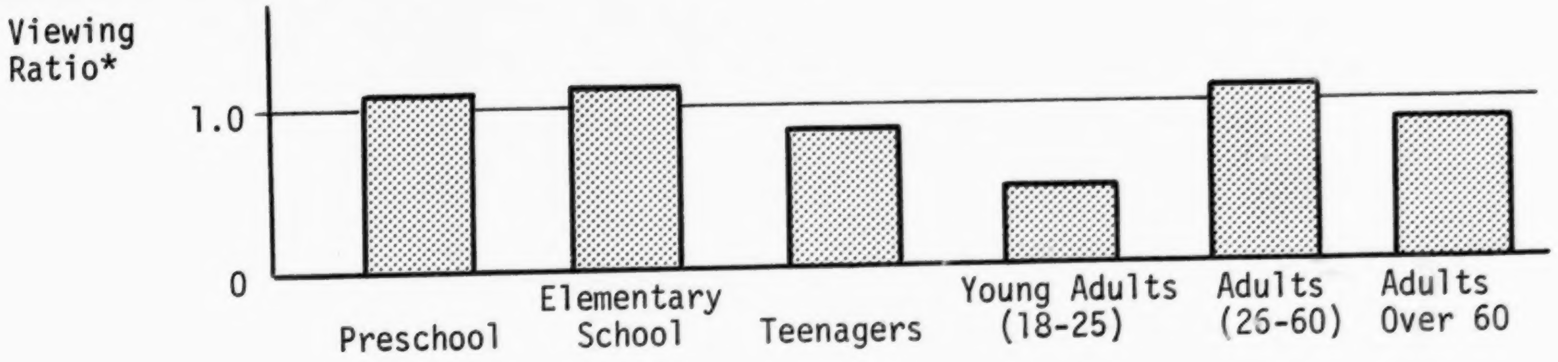
Figure I-4.

Percentage of Persons Viewing Television By Age Category

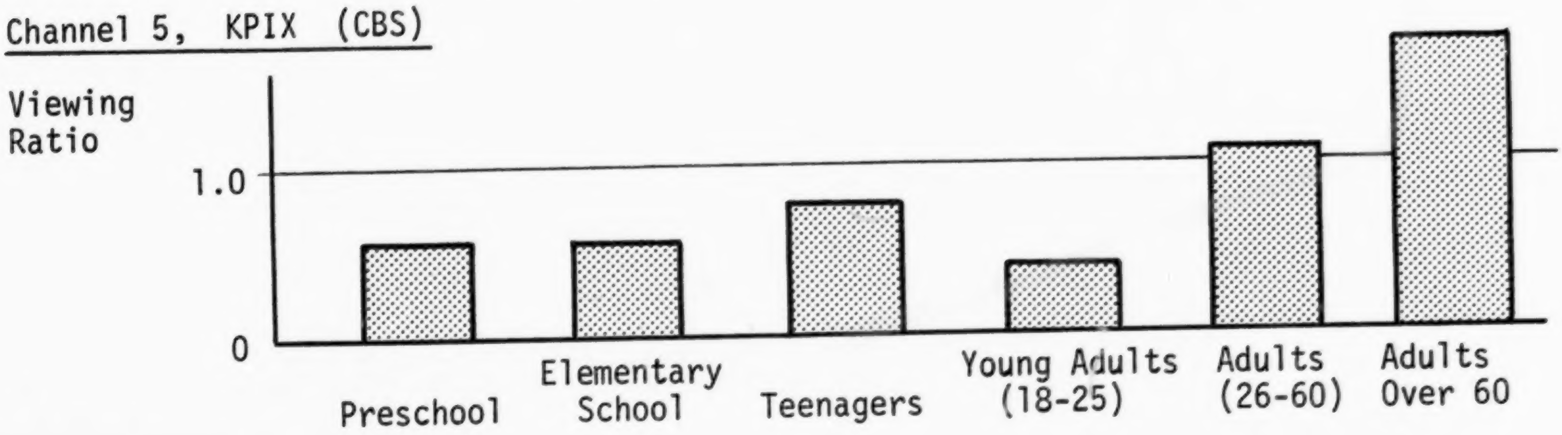
The relative compositions of the audiences of Channels 4,5,7, and 9 is shown in Figure I-5. The Viewing Ratio shown reflects the proportion of a station's audience which comes from a particular age category relative to the proportion of the total potential audience represented by that age grouping. [Detail: Tables II-27 and II-28, pages II-35 and II-36.]

(See Disclaimer, page iii, regarding use of Channel 4, 5, and 7 data.)

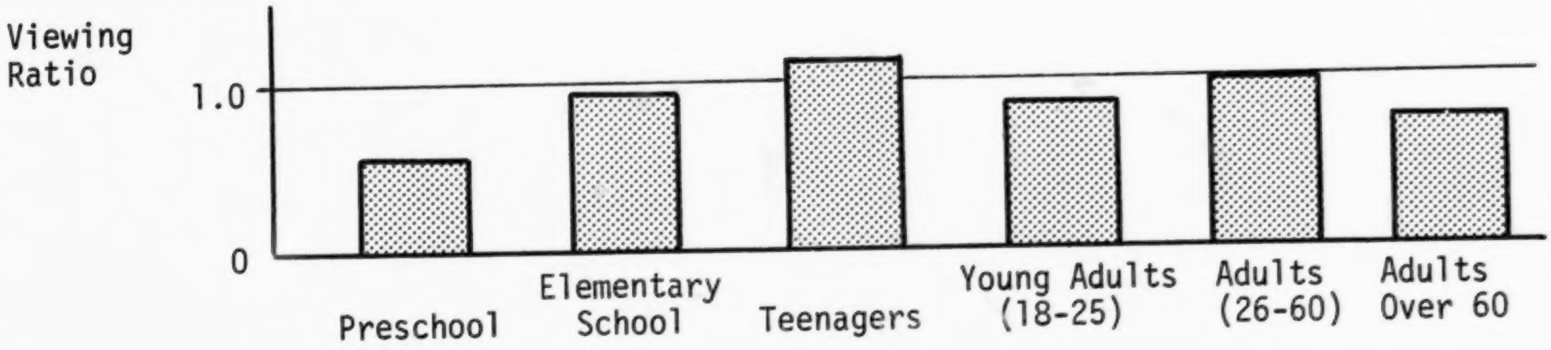
Channel 4, KRON (NBC)



Channel 5, KPIX (CBS)



Channel 7, KGO (ABC)



Channel 9, KQED (PBS)

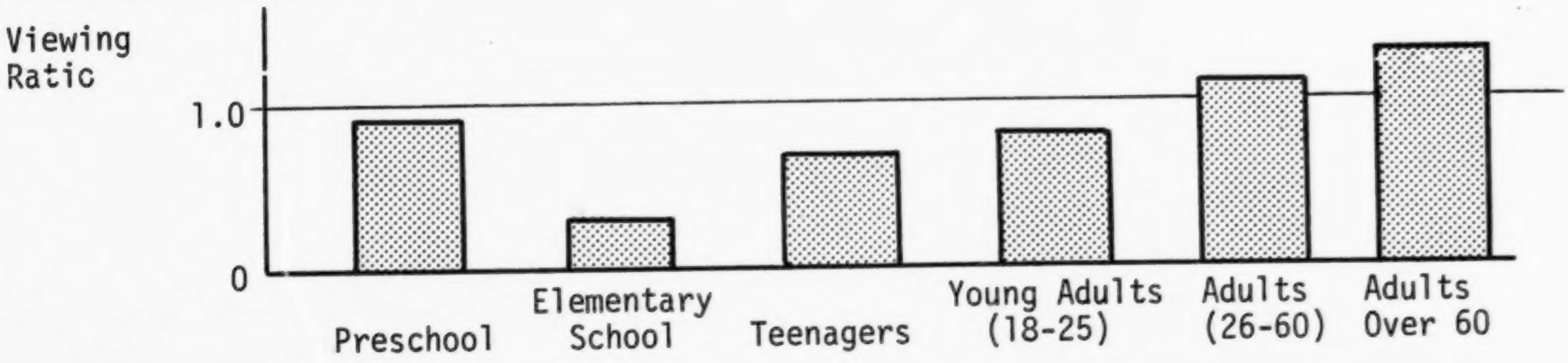


Figure I-5. Audience Age Profiles

* Viewing Ratio = (% of that Channel's Total Viewing Audience) / (% of Total Possible Audience in that Age Category).

The age profiles described above are based on viewing between 6 and 10 pm only. Viewing by pre-school children, principally of Sesame Street, showed up in the question about the most frequent KQED viewer in the household. 12.2% of the most frequent KQED viewers in the households surveyed were pre-school children; these children represented 6.6% of all people in the households surveyed. Other ages represented smaller proportions of KQED's most frequent viewers than their shares of the surveyed population would indicate, with the exception of adults (26-60) and adults over 60 who accounted for 50.5% and 11.3% of the most frequent KQED viewers. These categories contributed 50.0% and 7.9% of the surveyed population respectively. [Detail: Table II-29, page II-37.]

Amount of Public Television Viewing

A total of 940 households which reported viewing KQED at least occasionally were questioned about the number of hours per day that the household watched Channel 9. Of these households, 56.9% reported viewing KQED more than 30 minutes per day, 31.2% more than 1 hour per day, and 11.9% more than 2 hours. The amount of viewing per day was significantly greater in households viewing KQED when contacted. 83.3% reported viewing more than 30 minutes per day, 66.6% more than 1 hour, and 38.9% more than 2 hours.

The average number of hours per day spent viewing KQED, based on the households reporting at least occasional viewing, was 1.2 hours per day. [Detail: Table II-30, page II-38.]

KQED viewing by the most frequent KQED viewer in each of the households was approximately the same as overall household viewing. The amount of KQED viewing by teenagers and young adults, where they were the most frequent viewers, was less than by other groups. 24.1% and 26.3% respectively watch KQED more than 1 hour per day, compared to an average of 33.9%. [Detail: Table II-31, page II-39.]

These viewing rates refer to KQED viewers, not the total population. The 1970 U. S. study of public television viewing prepared for the Corporation for

Public Broadcasting (CPB) by Louis Harris and Associates, Inc. indicated an average of 1.5 hours viewing public television *per week*. This compares with 1966 estimates of 1.06 hours per week by A. C. Nielsen, and 1.4 by ARB.

The 1970 Harris CPB percentages of the population viewing for various numbers of hours per week are significantly less than our survey indicates. To a great extent, this may be a reflection of the differences between Channel 9 viewers and the population at large. It may result from different response patterns in "hours per day" and "hours per week" questions, and/or it may be due to inflation of answers by our respondents (who would have detected an overwhelming interest in KQED in our survey by the time the "hours per day" question was asked).

The data on "hours per day" viewing from this survey should be taken as an indication of differences between regular viewing households and others, and between different age categories of most frequent viewers. The actual number of viewing hours per day should be considered in the light of the 1970 Harris CPB results reported in detail in Table II-32, page II-40.

Total Television Viewing

Among the 1,287 comments recorded by interviewers were 31 indicating that "we have a television, but never look at it." An additional 23 said that they don't watch much television. One respondent commented that the household "was proud not to have a television." One communal living household commented that the television had been "relegated to the garage because of too much violence."

But these appear to be exceptions. When asked the preliminary question of whether the household had a television set, one respondent replied: "TV ? Six of them!"

The 1970 Harris CPB study reported that 51% of all U. S. households watched television more than 10 hours per week, 27% more than 20 hours per week, and 14% more than 35. The average was 15.4 hours per week viewing television. [Detail: Table II-32, page II-40.]

Multiple set households, according to ARB figures reported in *Broadcasting* magazine, represented 39% of all households in the San Francisco-Oakland Designated Market Area in November 1970, unchanged from November 1969, and exactly equal to the national average. Households with color sets accounted for 52% of all San Francisco-Oakland television households in November 1970, compared to 44% in November 1969, and to a 1970 national average of 46%.[14]

Program Audiences

Newsroom

Audience

Newsroom (7 to 8 pm, Monday through Friday) has an average audience share of 5.2% of all viewing households. Newsroom's average audience, based on the A.C. Nielsen estimate of 1,667,730 television households, would be 67,500 households, or 162,000 viewers at 2.4 viewers per household. [Detail: Table II-14, page II-15.]

When asked "What local news program do you usually watch?" 7.2% of the 1351 respondents replied "Newsroom." This compares with 4.6% for Channel 2's "Tuck and Fortner Report," 24.2% for Channel 4's "Newswatch," 34.8% for Channel 5's "Eyewitness News," and 15.2% for Channel 7's "Early" or "Weekend News." 8.9% said they did not view television news at all; 3.1% said they only watched national network news. Newsroom accounted for 8.2% of all local news program viewing. [Detail: Table II-16, page II-23.]

Of 1,300 respondents asked if they "ever watch" Newsroom, 36.2% replied yes, 63.8% no. This compares with 48% "yes" answers to the same question in a 1969 Newsroom study by CPB. However, the 1969 CPB study also indicated that 73% of all television households watch KQED at least once a week, compared with our 35.7% figure.[15]

Newsroom viewing varies by area. The highest viewing rates were in Marin and Palo Alto where 50.0% and 43.6% respectively reported viewing Newsroom at least sometimes. The lowest rate was 17.6% in Alameda-North. San Francisco was slightly above the average with 37.1% viewing Newsroom at least sometimes. [Detail: Table II-18, page II-25.]

Newsroom was cited as the most frequently viewed program in 26.4% of the responses to that question. Here again there were variations by area, but they were different. Only San Francisco and Oakland (with 35.0% and 35.3%) were significantly above the average. [Detail Table II-17, page II-24.]

Because we anticipated high rates of "Newsroom" and "Sesame Street" responses to our question about most frequently viewed programs, respondents giving these replies were asked for the next most frequently watched program. Nine respondents, about 1.5% of the total, replied that they watched Newsroom ONLY.

Where Newsroom was given as the most frequently viewed KQED program, the average level of education of the head of the household was significantly higher than for KQED's overall audience. In 52.9% of the 72 cases where Newsroom was cited as most frequently viewed and education was specified, the head of the household had at least completed college, compared with 39.9% throughout all of the 173 "most frequently viewed KQED program" responses where education was specified. [Detail: Table II-24, page II-32.]

Attitudes

At the time of the survey, the great current debate about bias and objectively in the news media was in full swing. In asking respondents for their evaluation of Newsroom, we stressed that we wanted Newsroom "compared to other local news programs" in order to offset any tendencies to regard all news sources with suspicion.

We asked first about the "usefulness" of Newsroom "in providing information that is useful and interesting to you." 48.7% of the 458 respondents questioned who viewed Newsroom at least sometimes said it was "more useful" than other local news programs. 33.4% said "as useful," and 6.1% "less useful." Regular Newsroom viewers answered much more favorably. Of the 88 respondents to the question who had earlier indicated Newsroom as the local news program usually watched, 83.0% said it was "more useful," 12.5% "as useful," and only 1 respondent said "less useful."

The overall "usefulness" responses are virtually identical to the 1969 CPB findings: 48% said Newsroom did a "much better job" or "somewhat better job than other local news programs," 32% said "about as well," and 9% "not as good a job."[16]

The 1969 study asked about bias and objectivity. 29% replied that Newsroom was "very objective," 34% "somewhat objective," 17% "somewhat biased," and 5% "very biased."[17] We did not feel that in 1970 we could gather any meaningful information using these two words which were the very "buzz words" of the public debate. We asked instead about accuracy, and about fairness.

34.3% of the 458 respondents indicated Newsroom was "more accurate" than other local news programs, 44.7% "as accurate," and 3.5% "less accurate.

Finally, 30.7% felt Newsroom was "more fair," 47.0% "as fair," and 7.8% less fair.

The regular Newsroom viewers responded differently about accuracy and fairness than about usefulness. 57.5% said it was "more accurate" (compared with 34.3% overall), and 50.6% said "more fair (compared with 30.7%). 10.3% of the regular viewers said Newsroom was "less fair," whereas only 7.8% of the overall total replied that way.

Responses of "more useful" were most often followed by "more accurate" and "more fair." (26.5% of all usefulness and accuracy response combinations, 22.7% of all usefulness and fairness combinations). Similarly "as useful" was most often followed by "as accurate" and "as fair" (21.7% and 21.6% of the respective combinations). There were two major exceptions: 18.6% said Newsroom was "more useful" but "as accurate," 22.3% "more useful" but "as fair."

2.2% of the response combinations indicated Newsroom to be "more useful" but "less fair."

It would appear from these results that viewers do distinguish between these three characteristics, and that they do so predictably. They appear to recognize and accept the fact that Newsroom contains some expression of opinion. [Detail: Tables II-19 and II-20, pages II-26 and II-27.]

When asked to name KQED's "greatest strength," 12.4% of those responding (86 households) cited news and public affairs programming. 5.8% of those naming KQED's "greatest weakness" specified news and public affairs programming. 11 replied that the news is slanted occasionally, 6 that they "didn't like" Newsroom, 4 that the program is too biased, and 4 that reporters step out of line and editorialize. Volunteered comments followed the same pattern: 32 favorable and 11 unfavorable comments, 2 observations that Newsroom leans to the left, and 17 charges of bias. Two respondents said Newsroom is too long and gets boring. A group of respondent comments about Newsroom appears in the Selected Comments section, page II-53.

Sesame Street

Audience

An indication of Sesame Street viewing comes from the 614 responses about the most frequently viewed KQED program. 32.1% of the households named Sesame Street. This was more than for any other program. Newsroom, named next most often, accounted for 26.4%; Civilisation stood third with approximately 12% of the total.

These Sesame Street responses differed significantly from area to area. In San Francisco, Palo Alto, and Oakland, Sesame Street accounted for 20.9%, 25.0%, and 25.5% of the most frequently viewed responses respectively. In Alameda-North and Alameda-South the proportions rose to 50.0% and 70.4%. It would appear that as the geographical distance between the station and the viewing households increases, interest in local affairs programming drops and children's programs account for higher proportions of KQED viewing. Much the same pattern persists for the other major chilren's program, Misterogers' Neighborhood. Whereas it accounted for 2.6% and 3.5% of the

Oakland and San Francisco responses, the proportions were 15.6% and 25.9% in Alameda-North and Alameda-South. (This pattern did not, however, apply to Civilisation, Firing Line, or many of the other most frequently viewed programs.)

The distribution of the Sesame Street audience by education was significantly different from the KQED average, and reflected a considerably lower level of education for the heads of these households. 30.4% and 37.0% of the households citing Sesame Street as most frequently viewed were at the "completed high school" and "some college" levels respectively, compared with averages of 24.3% and 24.9%, and with Newsroom figures of 18.1% and 23.6%. [Detail: Tables II-21 and II-24, pages II-28 and II-32.]

Attitudes

When asked about programs viewed most frequently after Sesame Street, 5.6% replied that the household views Sesame Street ONLY. Identification of KQED as a children's channel persisted throughout the comments. 130 respondents said that children's programs were KQED's "greatest strength," and 4 said that "KQED is just for children." 16 replied that "only our kids watch KQED." One commented, "We don't watch KQED - no children." Sesame Street is obviously a major factor contributing the KQED's overall station image. One respondent exclaimed: "Oh! The Sesame Channel!"

28 respondents volunteered that they liked Sesame Street. There was one critical comment: "Not too fond of Sesame Street - too noisy, too much excitement, commercializes too much. Loves Misterogers' Neighborhood." A sampling of views about Sesame Street appears in the Selected Comments which begin on page II-53.

Program Viewing

The size of the half-hour audiences for individual programs broadcast during the survey period ranged from too small to be measured to 9.8% of all viewing households. The average audience share was 3.4%.

Audience shares by programs for Channels 4, 5, 7, and 9 are given in detail in Table II-15, pages II-16 to II-22. In summary, the KQED shares of viewing households were:

MONDAY	
Astrology	2.0
Vanishing Wilderness	2.6
Newsroom	4.0
Address: John Macy	2.2
Chamber Music	1.2
NET Realities	4.4

TUESDAY	
Kukla, Fran, & Ollie	0.5
Critic At Large	-
Newsroom	6.1
North Indian Music	2.0
The Advocates	2.4

WEDNESDAY	
International Zone	2.4
Guitar, Guitar	2.4
Newsroom	5.9
French Chef	2.6
Civilisation	9.6
Nader Report	5.4

THURSDAY	
Book Beat	-
Course of Our Times	1.0
Newsroom	4.7
Bay Area Reports	-
NET Playhouse	2.7

FRIDAY	
Consultation	1.5
Nader Report	1.0
Newsroom	5.7
World Press	2.4
Astrology	7.2
Guitar, Guitar	1.0

SATURDAY	
Fanfare	1.1
Course of Our Times	0.9
Washing Week	3.1
San Francisco Mix	1.7
Homewood	2.0

SUNDAY	
Soul!	1.0
French Chef	5.2
Kukla, Fran, & Ollie	4.2
Vanishing Wilderness	4.7
Firing Line	4.0
Civilisation	6.2

Programs cited as most frequently viewed were consistent with the measured audience shares. We did not ask about favorite programs because past surveys have shown that "programs liked = programs viewed." Programs cited most often included: Civilisation (76 responses), French Chef (43), Firing Line (37), Forsyte Saga (21), NET Playhouse (15), and David Suskind (13). [Detail: Table II-22, page II-29.]

Viewing patterns were similar in 5 of the 7 calling areas. Alameda-North and Alameda-South reported significantly less viewing of Civilisation and The French Chef. These two programs accounted for only 3.5% of the "most frequently viewed" responses in these areas, compared with 19.6% overall. The French Chef had a much larger audience in Marin than elsewhere: 16.7% compared to a 7.1% average. [Detail: Table II-23, page II-31.]

Variations by education were more pronounced. Civilisation was more popular where the head of the household had at least completed college; The French Chef and Firing Line were relatively more popular among those with "some college." [Detail: Table II-25, page II-23.]

Program-Type Viewing Patterns

The measured audience shares indicate that "quality" programs such as Civilisation and Firing Line (which one would not normally consider to have "mass appeal") do command large audiences. When there are good programs, they are watched.

Widely acclaimed programs such as Civilisation and The Forsyte Saga, and programs featuring public figures such as William F. Buckley, drew larger audiences than established series such as NET Playhouse and World Press.

The most popular programs (with the exception of Newsroom) are network productions which operate on larger budgets than local programs. Unfortunately, the survey period did not provide an opportunity to measure an audience for live interconnected network coverage of news or public events.

There are no major classifications of programs which are going without viewers. News and Public Affairs, Documentaries, Talks and Discussion, Music, and Drama each account for a substantial proportion of the total viewing. There is no overwhelming concentration of viewing into one of these areas.

"Specials"

Specials were cited as most frequently viewed programs by 72 of the respondents. It is difficult to interpret these responses. Replying "specials" may be an easy way to answer the question. These replies may refer to network specials, and they may refer to local features. Given that interconnected network specials are a relatively recent development, and that KQED has a long-standing tradition of providing extensive local special coverage, we are probably safe in assuming that the majority of these responses refer to local originations.

KQED broadcast one special program during the survey week. The address by John W. Macy, Jr. to the Commonwealth Club of San Francisco was videotaped and broadcast at 8pm on Monday. We are pleased to be able to report to Mr. Macy that he reached 2.2% of the viewing households.

Minority Programs

It may not be the function of minority programs to attract large general audiences. At any rate, the one minority program in the survey did not have a large audience. Soul! (6 to 6:30 pm, Sunday) had an audience share of 1.0%

KQED was not strongly identified as a station for minorities in this survey. Only 2 of 413 respondents said that Channel 9 catered to Blacks. 4 respondents cited Black and Minority programming as KQED's "greatest strength" and 4 said this was KQED's "greatest weakness." Requests for more Black and Minority programming came from 3 respondents.

"Non-Television" Programs

Almost without exception, the programs receiving the smallest audience shares were what producers would not call "good television." Our sample was not large enough to measure the audience of Critic At Large or Book Beat. The Course of Our Times reached audiences of 0.9% and 1.0% of all viewing households. Chamber Music, essentially an audio program, reached 1.2%.

Competitive Programming

It appears from our data that competitive commercial programming affects the audience sizes of public television. Newsroom, for instance, had its lowest audience share (4.0%) opposite NFL Football on Monday night. It should be noted that during the 6 to 7:30 pm period Channel 5 maintained a strong competitive position with the CBS News with Walter Cronkite (average audience share: 35.2%) and with Eyewitness News between 6 and 6:30 pm and again between 7 and 7:30 pm.

The audience for Bay Area Reports on San Francisco schools, featuring Dr. Thomas Shaheen was too small to be measured. This was surprising since Reports follows Newsroom and is promoted in that program. We can only observe that the audience share for a Wildlife Special on NBC increased from 22.2% in the first half-hour to 33.4% during Bay Area Reports.

Station Image

We asked respondents directly "Would you say that Channel 9 serves the community at large, or does it cater to a specialized audience." 59% of the respondents said "community at large." 17.2% of the remainder could not say what the specialized audience was. 13.6% said KQED caters to young people; 3.4% to adults. 27.6% of the responses linked KQED with education. Only 2 of the 413 said KQED caters to Blacks; 1 said "snobs." The responses ranged from "those who want culture" to "the farouts" and defy consolidation or summary. The tabulation appears as Table II-39, page II-46. The important points to note are that there is little uniformity of opinion among those who feel KQED caters to a specialized audience, and that these people represent only 41% of the total.

Children's programs, educational programs, and news and public affairs programs stood out as KQED's "greatest strengths." The station attitude was liked best by 3.6% of the respondents. Again, the range of opinion was striking, but not as great as when we asked about "greatest weakness." 16.0% refused to criticize KQED, 3.9% disliked the station attitude, and 3.3% said KQED was "dull, boring, and dry." No single important weakness stood out in the replies.

A number of respondents hit on the real station weakness: 16 said that KQED's greatest problem is lack of financial support. [Detail: Tables II-40 and II-41, pages II-48 to II-50.]

In much the same way, comments volunteered by respondents ranged far and wide. Complaints that KQED is liberal, biased, political, or radical accounted for only 1.5% of the comments recorded. The great diversity is the most striking aspect of these results. [Detail: Table II-42, pages II-51 and II-52.]

KQED is regarded as a children's channel, as educational, as Newsroom, as providing "quality" programming, and - after that - serving an incredible variety of interests and audience groups. 31 persons said KQED's greatest strength was "variety." Indirectly, everyone else said pretty much the same thing.

Station Operations

Membership

8.3% of the KQED viewers questioned *said* they were KQED members. (Total membership in November was approximately 45,000.) Although the response level is somewhat inflated, the data is useful in examining variations by area and by education. The membership level was somewhat above average in Marin, and almost double in Palo Alto. Even more striking was the concentration of membership in the "completed college" and "further education" education categories, where it was approximately 80% above average. 43.9% of the members reported viewing KQED almost daily, 7.3% after 10 pm almost daily. This data corresponds with a membership study by Q.E.D. Research, Inc. with the exception that Q.E.D. found that members watch only slightly more than non-members (10.7 hours per week compared with 10.0), whereas we found significant differences.[18] [Detail: Tables II-33 to II-36, pages II-41 to II-43.]

Promotion

54.2% of the respondents said they normally get information about KQED programs from newspapers. More reported *FOCUS*, the KQED program guide, as an information source than on-air promos (5.8% compared to 3.4%.) We analyzed the KQED program log checking for effects of on-air promos but could find no reportable patterns. In the course of this check we were, however, impressed by the fact that there were relatively few promos and by the fact that each was long. It would seem that the effectiveness of this time (which is virtually free) could be improved by using it to promo more programs. One and two-minute program excerpts may not be as effective as prepared promos, although they are admittedly less expensive. "Billboard" promos in which the station announcer describes several programs while the same slide is shown have long been recognized by other stations to have little value.

One approach may be to promo several programs appealing to the same group together, and at a time adjacent to a similar program. If extracting clips to promo each program proves too expensive, at least a separate slide could be used for each. Perhaps some "filler" time should be devoted to promos.

Although viewers are relatively satisfied with KQED programs, and in many cases very enthusiastic, the audiences remain small. This would seem to point to a need for improved promotion. Promotion throughout the community is expensive, but it is no doubt essential if KQED is to capture significantly more of its potential audience. [Detail: Table II-37, page II-44.]

Signal Quality

A very large number of respondents (115) claimed that KQED's signal quality in their area was poor; a further 269 said they could not receive Channel 9 at all. At our request, KQED engineering provided coverage maps and information about known problem areas (most of them in the "shadow" of mountains in the area.) The entire survey area falls in the "Grade A" contour of the station. The station now broadcasts a 316 kw video signal, the maximum permitted by the FCC. The transmitter will be relocated to Mount Sutro in 1972, but the overall coverage contours will be essentially unchanged. KQED's signal is now, and increasingly will be, carried into Bay Area households on CATV (cable television) systems. Although we recognize that there are problem signal areas, on the basis of a check of the geographical location of respondents complaining about signal quality and on the basis of KQED signal field strength tests, we are inclined to suspect that some of the respondents cannot receive KQED because they seldom, if ever, turn the knob to "9". We cannot, however, say to what extent this is the case.

Survey Response

53.8% of the 21,465 survey calls placed resulted in completed interviews. In 20.2% of the cases, the telephone was not answered. Respondents refused to answer any survey questions in 9.6% of all cases, or in 14.3% of the cases where the telephone was answered. The refusal rate increased from 9.6% after

9 pm. The refusal rate was 12.0% between 9:30 and 10 pm. [Detail: Tables II-1 and II-2, pages II-2 and II-3.]

EVALUATION

In the short note at the beginning of this report we said: "Our objective has been to develop as clear a picture of KQED as possible, not to build a case about public broadcasting in San Francisco." Why did we think it necessary to make such a statement? Because there is a great temptation to look at public television, which many consider to be a Good Thing, through rose colored glasses. The data presented is, we believe, objective. However, even though we have attempted to be honest, an evaluation is a subjective affair.

General Impressions

The results of this survey are encouraging. The 20.6% growth in weekly circulation from 1966 is, if not dramatic, at least impressive. KQED emerges from this examination as a "solid" operation. It is an operation which deserves the support of the community it serves - at the individual and especially at the corporate level.

Some aspects of this growth are particularly notable. The overwhelming characterization of KQED as "dull, dry, stuffy, and boring" in past years is giving way to a wider range of responses. If being considered controversial is any measure of success, KQED has made it. All the viewers don't like everything that they see on Channel 9, but they are certainly aware of it, and thinking critically.

KQED now attracts an audience with a much younger age profile than in any of the earlier studies of the station. The fact that young adults (18-25) make up 12.8% of the audience, compared with 8.3% for Channel 4 (NBC), 6.4% for Channel 5 (CBS), and 13.2% for Channel 7 (ABC), is particularly striking.

Many of the most critical comments are balanced by equally bitter remarks on the opposite side of the same issue. In the report on Mass Media cited at the beginning of this report, the Special Committee of the

Canadian Senate phrases the problem of pleasing all of the people all of the time as follows: "In a land of bubblegum forests and lollipop trees, every man would have his own newspaper or broadcasting station, devoted exclusively to programming that man's opinions and perceptions."[19]

We should add one final point to our "general impressions." It is this: from our contact with KQED management and staff during and after the survey, it has become obvious that a large proportion of the station's effort is devoted to hopefully finding the next dollar. Although it is not within the scope of this study to analyze KQED's financial status, this situation does make us hesitate to suggest any changes requiring additional funds.

Programming

A quick look at the audience shares recorded for KQED's program offerings indicates that certain program types are consistently more popular than others.

But what changes are suggested? This is not so clear.

It is obvious that there is a great deal of interest in "high quality" productions such as "Civilisation." But Civilisation was the most expensive single project ever undertaken by the BBC, and KQED is in no position to attempt to follow this tradition with extended series of programs of its own. But by the same token, KQED should consider the role of programs presenting material which could be delivered almost as well on radio.

"Personalities" are important to television viewers. Almost nobody said that they viewed The French Chef or Firing Line; Julia Child and William F. Buckley, however, had many viewers. From reviewing comments about Newsroom, and especially from analyzing comments from Newsroom's "Feedback Nights," it is apparent that Mel Wax and the Newsroom reporters are *very* important factors in the success of that program.

Audience Fragmentation

Writing in *FOCUS* in October, Richard O. Moore stated: "The challenge, or, to put it more accurately, the necessity for public television to serve the whole community is the most difficult task facing KQED.... It is our first priority and it cannot be answered by trying to provide 'a little something for everyone.'"[20]

The challenges of community service and community involvement are certainly real. But it is not obvious that developments in this area will alter one basic characteristic of KQED's audience: its diversity. The fragmentation of Channel 9's audience into groups interested in news, public affairs, and talks, music, drama, nature, and minority programs is striking. Within these groups, interests are still diverse. Tastes in music and politics, for instance, vary widely.

This audience fragmentation should not be regarded as A Bad Thing. Rather, it should be accepted and - to an extent - exploited. It should be possible, for instance, to interest viewers of one political program in others, even though such programs may take different points of view. This may require making overt pitches revealing that the station recognizes that it serves several general interest groups, but there is no basis for feeling that such an approach lessens the station's potential for total community service.

Survey Results and Policy

In 1966, researchers were concerned about the extent to which the community regarded KQED as "too liberal." Times change. In our survey, virtually no comments were recorded indicating the station to be too conservative, and only a few said it was too liberal. The most frequent complaint about station politics was that the station was "too radical." To some extent, this is a change in rhetoric. But the fact remains that KQED has acquired a very definite political image, an image based only very slightly on the contribution of Wm. F. Buckley's "Firing Line." But still, a large part of the audience likes KQED "as is."

A survey cannot say that a particular political image is good or bad. It reports what people say or do, but what should be done, if anything, once all this is known, is a matter of policy.

We know that KQED has been aware of this political characterization for some time and is continuing to wrestle with the question of the image it wants most for itself. The policy decision, like all others, remains with KQED itself.

RECOMMENDATIONS

This has been a report on the condition of KQED as seen by a very small number of communication researchers. It appears to us that there are some areas in which KQED and public broadcasting in general can be improved. It is perhaps appropriate to end this report with some ideas which have occurred to us while sifting through our data on KQED. Some of our points are not original; indeed, some are very, very old. Others are simply ideas to be considered.

To KQED Management:

- Take heart. The deep concern about station performance which emerged in every meeting before, during, and after the survey is not well founded. Certainly there are problems (and financial support is the major one), but this examination did not find any serious faults in KQED's programming operations.
- Recognize that you are serving a very fragmented audience. Provide your program personnel with guidelines suggesting the balance you are seeking between programming for mass audiences, programming those things that you believe in and/or feel public television must do, and providing program services that will not be offered elsewhere.
- Consider revising your on-air system of promotion to include a greater number of program references, possibly grouped by interest area and run adjacent to programs of interest to the same audience.
- Do not overlook the potential for building awareness of your FM radio service by using promos on Channel 9. Especially, plan heavy cross-promotion on a program-by-program basis when UHF Channel 32 begins operation.

- Try to find more money for promotion throughout the community. Present programming is of a sufficient quality to command larger audiences than it does. Even today, some people do not know that you exist.

- Continue "Feedback" features which allow your viewers to make comments and suggestions. Aside from providing many useful suggestions, these features help build a sense of participation and identification throughout the community.

To KQED Staff:

- You should be encouraged by the results of this survey, but do not become complacent. The audience is growing, but it is still not large. The station has a good image, but there are a large number of serious critics.

- Try to live with the fragmented audience that we have described. This requires striking a balance between serving all of the people, those whom you believe should be served, those whom you would like to serve, and those who demand to be served.

- Recognize the importance of "personalities" in audience building.

- Realize that you are now regarded as part of the "fourth network." This new era brings new professional responsibilities as well as new priviledges and joys.

To the Corporation for Public Broadcasting:

- Expand network and national services. Although there is a great new interest in local community programming, this is not incompatible with strong national services. These services appear to have been a key factor in the recent growth of KQED.

To the Ford Foundation:

- Recognize the importance of your contributions to Newsroom. This program is the cornerstone of KQED's local service image, and accounts for a major proportion of the station's total audience.

- Independently, we have arrived at the same conclusion: promotion is one of the major problems facing public television. The $1 million grant to CPB strikes at the heart of the promotion problem: funding.

To Researchers:

- Consider the necessity of surveys of this size carefully before following our approach. In many cases, smaller, sharply-focussed studies of specific problems may be more appropriate. Certainly they are the logical sequel to a study such as this.

- We have included a complete set of recommendations for researchers in Part III of this report.

To the Financial Friends of Public Television (past, present, and future):

- Be aware of your importance. The gains which public television has made in the past few years appear to be in large part due to the success of new, ambitious programming ventures at both the local and national levels. At the local level, it appears that direct coverage of community activity with film and mobile television units has been responsible for increasing KQED's importance to its viewers and for attracting as viewers persons not previously interested in "educational" television. At the national level, the provision of network services, the acquisition of prestige series such as "Civilisation," and new NET productions has created a real "fourth network." Of necessity, these developments have been, and will continue to be, expensive. At this point in the life of public television, it appears that the quality of service and the continued improvement of public television are very directly related to available dollars.

part II.

detailed results

Part II. Detailed Results

RESULTS TABLES

This part of this report contains the tables of results derived from the computer analysis of the survey data and some selected respondent comments.

The reported results are based on a total of 21,465 telephone calls placed. However, because not all of these calls yielded data and because not all questions were asked of all respondents, some tables are based on much smaller numbers of responses. Please refer to the "Base" information on each table for the effective sample size for that set of results.

Some tables present results obtained chiefly or entirely from regular KQED viewers. Please note that such results reflect only the attitudes or behaviors of the respondents and cannot be generalized to the population at large.

In some tables, an asterisk (*) has been used to mark interesting results. The use of the asterisk is subjective and arbitrary and is not based on any statistical tests of significance.

Please note that in some cases the percentages expressed are of the total in that *row across* the table while in others the percentages are of the total in that *column down*.

Throughout the tables, "Examples" of how to read the tables are provided to ensure that the data presentation schemes are understood.

Please refer to the Disclaimer, page iii, concerning the use of these tables, including those reporting station ratings and audience shares.

The tables have been grouped as follows:

Tables	Grouping
II-1 through II-2	Survey Response
II-3	Education By Area
II-4 through II-8	KQED Viewing
II-9 through II-15	Coincidental Survey Results
II-16 through II-20	News Programming
II-21 through II-25	Most Frequently Viewed KQED Programs
II-26	KQED Viewing After 10 pm
II-27 through II-29	Viewing By Age
II-30 through II-32	Viewing Hours Per Day
II-33 through II-36	KQED Membership
II-37	Sources of Information About KQED Programs
II-38 through II-39	Community Service
II-40 through II-42	Comments

Table II-1. Response By Area

How were the telephone calls distributed across the 7 calling areas ?

Base: Total Survey

	Overall Survey		Response: % of all calls within that Calling Area (i.e. - in that row across the table)							
Area	Total #	Total %	Complete Call	Phone Not Answered	Phone Busy	Incomplete Call[1]	No Adult	Call Back	Refusal	No TV
Total #	21465	100.0	11538	4342	747	1992	115	41	2054	636
Total %	100.0	-	53.8	20.2	3.5	9.3	0.5	0.2	9.6 *	3.0
San Francisco	7000	32.6	51.2	23.1	3.7	7.4	0.2	0.3	10.3	3.7
Oakland	5182	24.1	50.1	20.6	4.7	10.4	0.6	0.2	9.3	4.1
Marin	770	3.6	58.6	19.2	3.0	9.5	0.5	0	7.7	1.6
Palo Alto	2454	11.4	53.6	19.3	2.7	12.4	1.0	0.1	7.9	3.0
San Mateo	2991	13.9	55.9	17.7	2.5	12.3	0.2	0.1	10.1	1.2
Alameda-North	1563	7.3	58.2	17.4	3.5	8.3	0.6	0.3	10.2	1.7
Alameda-South	1506	7.0	66.9	15.5	1.7	4.1	1.6	0.1	8.9	1.3

* = note especially

Notes: 1. "Incomplete" calls include calls to commercial establishments, numbers out of service, numbers changed to long distance, etc.

2. Tabulation of the distribution of "Scripts" by area indicates overall usage for each of the 8 scripts varied from 12.1 % to 13.3 %. Planned distribution was 12.5 % for each script.

Example: 10.3 % of all calls placed in the San Francisco Calling Area during the survey week were to numbers where the respondent refused to answer any survey questions.

Table II-2. Response By Time

Did response rates differ from one calling period to another ?

Base: Total Survey

Calling Period	Overall Survey		Response: % of all calls within that Calling Period (i.e. - in that row across the table)							
Time	Total #	Total %	Complete Call	Phone Not Answered	Phone Busy	Incomplete Call[1]	No Adult	Call Back	Refusal	No TV
Total %	21465	100.0	53.8	20.2	3.5	9.3	0.5	0.2	9.6	3.0
6 - 6:30 pm	2481	11.6	55.9	19.5	2.2	9.3	0.6	0.5 *	9.1	2.9
6:30 - 7 pm	2652	12.4	52.7	20.2	3.9	9.7	0.6	0.3	9.2	3.5
7 - 7:30 pm	2699	12.6	52.4	20.7	4.3	9.2	0.8	0.3	9.4	2.9
7:30 - 8 pm	2805	13.1	52.9	19.8	4.6	9.6	0.5	0.2	8.9	3.5
8 - 8:30 pm	2486	11.6	53.8	21.3	4.1	9.3	0.4	0.2	8.4	2.5
8:30 - 9 pm	2738	12.8	55.7	20.0	3.4	9.5	0.4	0.1	8.5	2.4
9 - 9:30 pm	2794	13.0	54.4	19.5	3.0	8.6	0.5	0	10.9 *	3.0
9:30 -10 pm	2811	13.1	52.3 *	20.8 *	2.3 *	9.2	0.5	0	12.0 *	3.0

* = note especially

Notes: 1. "Incomplete" calls include calls to commercial establishments, numbers out of service, numbers changed to long distance, etc.

2. Tabulation of responses by **day** indicates higher "Phone Not Answered" rates on Friday and Saturday evenings, 23.4 % and 26.5 % respectively, compared to 20.2 % overall.

Example: 12.0 % of all calls placed between 9:30 pm and 10 pm during the survey week were to numbers where the respondent refused to answer any survey questions.

Table II-3. Education By Area

Throughout this set of tables, responses are reported "By Area" and "By Education." How are these two variables related ?

Base: Education responses, Scripts 2, 3, & 5.

		Education (Head of Household): % of all responses to question about education within that Calling Area (i.e. - in that row across the table)					
Area	Total #	Elementary School	Some High School	Completed High School	Some College	Completed College	Further Education
Total #	1844	92	147	500	393	393	214
Total %	100.0	5.3	8.4	28.8	22.6	22.6	12.3
San Francisco	553	6.5	8.0	26.2	21.7	20.6	10.8
Oakland	521	5.4	6.9	24.2	20.7	22.6	15.0
Marin	77	1.3 *	9.1	19.5	23.4	27.3 *	10.4
Palo Alto	150	2.0	4.0	20.0	24.0	27.3 *	20.7 *
San Mateo	226	3.5	7.5	24.3	22.6	26.5	8.8
Alameda-North	166	4.8	15.1 *	41.0 *	14.5	12.7	3.6
Alameda-South	153	5.2	7.8	39.9	23.5	11.8	7.2

* = note especially

Note: This table may reflect a slightly higher than actual general level of education due to over-sampling of KQED viewers. Only KQED viewers were asked the question about education on Scripts 3 & 5.

Example: 20.7 % of all respondents in the Palo Alto Calling Area questioned about education said that the head of the household had further education beyond the completion of college.

Table II-4. KQED Viewing Frequency

"How often would you say that someone in this household watches KQED ...?"

Base: Viewing Frequency Responses, Scripts 2, 3, & 5

Viewing Frequency	All Responses[1]		Confirmed Responses[2]	
	#	%	#	% of all Responses
Almost every day	627	24.5	538	20.7[3]
Once or twice a week	543	21.2	383	15.0[3]
Occasionally	836	32.7	836	32.7
Never	553	21.6	553	21.6
Total	2556	100.0	2310	90.5

Notes:

1. This table is based on responses weighted by Calling Area to compensate for sampling rate variations (as explained under "Census Adjustments" in Part III).
2. Respondents indicating KQED viewing frequencies of "almost every day" or "once or twice a week" were asked to name a program seen during the past week. Interviewers recorded confirmation based on whether they *believed* the viewing frequency response.
3. Combined confirmed responses for viewing KQED at least weekly represent 35.7 % of all television households responding.

Examples: *24.5 % of all respondents questioned about KQED viewing frequency said that the household viewed KQED almost daily.*

20.7 % of all respondents questioned about KQED viewing frequency said that the household viewed KQED almost daily AND could name a KQED program seen during the past week.

Table II-5. KQED Weekly Circulation

How many viewers watch KQED at least once a week ?

CURRENT SURVEY		
From Table II-4, KQED Viewing Frequency, Television Households (TV HH) viewing KQED at least once weekly =	35.7 %	
Metropolitan San Francisco Television Households:		
A.C. Nielsen[1]	1,000,072	TV HH
ARB[2]	1,000,078	TV HH
Metropolitan San Francisco KQED Weekly Circulation, based on 1,000,000 Television Households =	357,000	TV HH
Coverage Area Television Households:		
A.C. Nielsen[1]	1,667,730	TV HH
ARB[2] - Area of Dominant Influence[3]	1,478,400	TV HH
Complete Coverage Area	2,395,400	TV HH
Coverage Area KQED Weekly Circulation,		
based on 1,667,730 Television Households =	595,000	TV HH
based on 1,478,400 Television Households =	527,000	TV HH
based on 2,395,400 TV HH and using 11.9 % circulation above 1,478,400 TV HH =	636,000	TV HH
COMPARISON: 1970		
Source: "Audience Estimates for 25 Major Public Television Station-Markets, February/March 1970," prepared for the Corporation for Public Broadcasting by the American Research Bureau, Inc. (ARB).		
Television Households viewing KQED at least once weekly =	32.5 %	
Coverage Area (Area of Dominant Influence)[3] Television Households =	1,490,000	TV HH
Coverage Area KQED Weekly Circulation, based on 1,490,000 Television Households =	467,000	TV HH
COMPARISON: 1966		
Source: "The Audiences of Educational Television: A Report to NET," by Wilbur Schramm, Institute for Communication Research, Stanford University, February 1967.		
Television Households viewing KQED at least once weekly =	29.6 %	
COMPARISON: 1965		
Source: "The U.S. ETV Audience: A Special Report to the NAEB Washington Convention, 1965," by R.R. Ridgeway, American Research Bureau, Inc.		
Total Television Households not specified.		
KQED Weekly Circulation =	254,200	TV HH

Table II-5 is continued on the next page.

Table II-5. KQED Weekly Circulation (continued)

COMPARISON: 1962 —

Source: "The People Look At Educational Television," by Wilbur Schramm, Jack Lyle, and Ithiel de Sola Pool, Stanford University Press, 1963.

Television Households viewing KQED at least once weekly = 24 %

Notes:
1. Data made available through the courtesy of the A.C. Nielsen Co.
2. Data made available through the courtesy of ARB, the American Research Bureau, Inc.
3. The ARB term "Area of Dominant Influence" (ADI)tm refers to an exclusive geographic area consisting of all counties in which the home-market stations receive a preponderance of total viewing hours.

Table II-6. Public Television Weekly Circulation

Source: "The Viewing of Public Television-1970," prepared for the Corporation for Public Broadcasting by Louis Harris and Associates, Inc.

Grouping	% Watched Public Television		
	Last Week	In the last 6 months[1]	Not in last 6 months
All Public Television Stations, VHF & UHF			
Total audience, 1970	26	43	57
1969	21	39	61
In U.S. "West"[2]	33	50	50
In Cities	28	45	55
In Suburbs	36	55	45
Less than completion of High School	16	30	70
With High School education completed	29	48	52
With College education completed	47	67	33
VHF Stations Only			
Total audience, 1970	33	54	46
1969	28	51	49
In U.S. "West"	40	59	41
In Cities	32	54	46
In Suburbs	46	70	30
Less than completion of High School	22	41	59
With High School education completed	35	57	43
With College education completed	59	79	21

Notes:
1. "In the last 6 months" includes "Last Week."
2. Unless specified, figures are for 1970.
3. The technique used to validate viewing "last week" differs from that used in this study.
4. Data based on 3040 respondents in 214 sample areas nationally.

Table II-7. KQED Viewing Frequency By Area

Did the proportion of confirmed KQED viewers vary from one calling area to another ?

Base: Confirmed KQED viewers (confirmed responses of "almost every day" or "once or twice a week"); all confirmed responses included; not weighted.

	Total #	Area:						
		San Francisco	Oakland	Marin	Palo Alto	San Mateo	Alameda-North	Alameda-South
% of all survey calls completed	11538	31.1	22.5	3.9	11.4	14.5	7.9	8.7
% of all confirmed KQED viewers	1377	26.4	25.2	4.4	12.3	14.5	5.2	10.7

Examples: *22.5 % of all calls placed during the survey week were to numbers in the Oakland Calling Area.*

25.2 % of all confirmed KQED viewers found during the survey week were in the Oakland Calling Area.

Table II-8. KQED Viewing Frequency By Education

Did the proportion of confirmed KQED viewers vary with the level of education of the head of the household ?

Base: Confirmed KQED viewers who also were asked about the level of education of the head of the household.

	Total #	Education:					
		Elementary School	Some High School	Completed High School	Some College	Completed College	Further Education
% of all Education responses	1739	5.3	8.4	28.8	22.6	22.6	12.3
% of all confirmed KQED viewers	632	2.5	5.4	21.7	25.8	25.8	19.5

Examples: *12.3 % of all respondents questioned about education during the survey week said that the head of the household had further education beyond the completion of college.*

19.5 % of all confirmed KQED viewing households found during the survey week indicated that the head of the household had further education beyond the completion of college.

Table II-9. Channels Reported

In tabulating television viewing by channel in this survey, the following San Francisco Bay Area stations are reported:

Channel	Call Letters	Affiliation	Location
2	KTVU	Indep.	Oakland-San Francisco
4	KRON	NBC	San Francisco
5	KPIX	CBS	San Francisco
7	KGO	ABC	San Francisco
9	KQED	PBS	San Francisco
20	KEMO	Indep.	San Francisco
44	KBHK	Indep.	San Francisco

Notes:

1. Independent reporting of Channel 38, KUDO, San Francisco, was not reliable because of confusion with Channel 36, KGSC, San Jose.
2. A "Miscellaneous" channel category is reported in tables giving ratings and market share figures. It consists of Channels 36 and 38 (noted above), Channel 11, KNTV, San Jose, and others. It does *not* include cases where the channel was not specified.

Table II-10. Coincidental Viewing - Overall

Throughout the tables reporting viewing by channel, audience size is expressed in three ways:

Rating:	percent of *all* television households watching that channel when contacted.
Audience Share:	percent of television households *viewing television* watching that channel when contacted.
Weighted Share:	percent of television households viewing television watching that channel when contacted, *adjusted* using 1970 Census figures to compensate for sampling rate variations from one calling area to another (as explained under "Census Adjustments" in Part III). This weighting principally increased the contribution of calls in the Marin area and decreased the contribution from Alameda County-South.

Table II-10 is continued on the next page.

Table II-10. Coincidental Viewing - Overall (continued)

Coincidental Viewing: Thursday, November 12, througth Wednesday, November 18

Channel	Actual Number	Rating[2]			Audience Share	Weighted Share
		Raw	Corrected	Projected		
2	910	5.7	5.9	6.3	11.8	11.8
4	1728	10.9	11.3	11.8	22.4	22.8
5	2109	13.3	13.8	14.5	27.3	28.5
7	2076	13.1	13.6	14.3	26.9	27.3
9	245	1.5	1.6	1.7	3.2	3.4
20	228	1.4	1.5	1.6	3.0	2.9
44	197	1.2	1.2	1.3	2.6	2.6
Misc	230	1.4	1.5	1.6	3.0	0.7[3]
Not Spec.	276	1.7	-	-	-	-
Total	7999	50.4	50.4	53.2	*See Disclaimer, page iii.*	
TV Off	3540	22.3	22.3	23.6		
No Answer	4342	27.3	27.3	23.2		

Notes:

1. Base: 15881 cases including 276 in which the television was on but the channel was not specified.
2. In this table only, Ratings are reported in three forms:
   - The *Corrected Ratings* were obtained by distributing the 276 cases where the channel was not specified across all channel categories according to market share.
   - The *Projected Ratings* were obtained by taking into account the 2207 cases where the telephone was answered but no information was obtained. These "Busy," "Call Back," and "Refusal" calls were used to adjust the "No Answer" component of the ratings, since the No Answer sisuation is considered as "not home = not viewing television." These 2207 cases were distributed in proportion across the Channel and TV Off categories.
3. Drop from Audience Share to Weighted Share results from the light weighting of the Alameda-South calling area where viewers were in the primary coverage areas of San Jose stations.

Examples: *1.7 % of all households in the survey area were viewing KQED on the average during the 6 pm to 10 pm period on the 7 days surveyed.*

3.4 % of all households watching television were viewing KQED on the average during the survey period.

Table II-11. Coincidental Viewing By Area

See Disclaimer, page iii.

Did the Audience Shares vary from one calling area to another ?

Base: Television viewers, total survey, not weighted.

Area	Total #	Audience Share: % of all responses within that Calling Area (i.e. - in that row across the table)								% of all respondents with TV off
		Chan 2	Chan 4	Chan 5	Chan 7	Chan 9	Chan 20	Chan 44	Misc	
Total	7723	11.8	22.4	27.3	26.9	3.2	3.0	2.6	3.0	22.3
San Francisco	2254	11.0	21.2	31.9	26.8	3.4	2.4	1.3	2.2	23.8
Oakland	1683	11.5	19.9	29.0	27.5	4.5 *	3.3	3.2	1.0	23.2
Marin	296	8.4	23.3	25.3	23.3	5.1 *	0.7	2.4	11.5	24.4
Palo Alto	859	12.3	25.5	24.4	23.5	4.0 *	3.1	3.0	4.1	23.7
San Mateo	1165	11.6	28.4	23.9	24.5	1.9	3.9	2.3	3.4	20.2
Alameda-North	683	12.7	20.5	27.1	28.8	1.8	1.5	3.8	3.8	18.1
Alameda-South	783	14.9	20.1	19.7	32.8	1.3	4.5	3.4	3.3	17.8

* = note especially

Examples: *3.4 % of all San Francisco households contacted which were watching television were watching KQED, Channel 9.*

23.8 % of all San Francisco households contacted reported the television set turned off.

Table II-12. Coincidental Viewing By Education *See Disclaimer, page iii.*

Did the Audience Shares vary with the level of education of the head of the household ?

Base: Cases providing responses to both coincidental viewing and education questions.

Level of Education of the Head of the Household	Total #	Audience Share[1]: % of all responses within that Education Category (i.e. - in that row across the table)								% of all respondents with TV off
		Chan 2	Chan 4	Chan 5	Chan 7	Chan 9	Chan 20	Chan 44	Misc	
Total	1842	11.2	22.4	27.3	26.9	3.2	3.0	2.6	3.0	22.3
Elementary School	92	10.8	25.3	39.0 *	16.7	2.0	-	4.2	3.5	22.8
Some High School	146	16.7	31.2	23.0	44.7	1.6	6.4	6.5	1.4	21.2
Completed High Sch	500	14.6	22.5	31.2 *	24.3	1.1	3.4	3.3	2.8	21.6
Some College	393	8.5	20.9	25.8	31.3	3.6	3.5	1.0	3.1	21.6
Completed College	393	9.9	21.6	26.6	25.0	4.9 *	2.5	2.2	3.2	32.3 *
Further Education	213	13.7	20.4	17.6 *	23.9	9.4 *	2.2	1.2	4.0	40.4 *

* = note especially

Note: 1. The level of education of the head of the household question was asked on some scripts only if the respondent reported viewing KQED at the time of the call. The Audience Share figures in this table have been adjusted to reflect the actual overall Audience Share.

Examples: *3.6 % of all households which reported that the head of the household had completed "some college" education and which were watching television were watching KQED, Channel 9, when contacted.*

21.6 % of all households which reported that the head of the household had completed "some College" education reported the television set turned off.

Table II-13. KQED Viewing By Day

How was KQED's audience distributed throughout the week ?

Base: All KQED coincidental viewing responses.

	Total	Sun	Mon	Tue	Wed	Thur	Fri	Sat	Mon-Fri
# responses	245	47	35	30	61	23	33	16	182
% of all of KQED's audience	100.0	19.2	14.3	12.2	24.9	9.4	13.5	6.5	74.3
KQED's Audience Share for that day	3.2	4.0	3.1	2.6	5.3	2.2	3.1	1.6	3.3

Examples: 24.8 % of all households found to be watching KQED during the 7-day survey period were found on Wednesday. (1/7 of the week's total = 14.3 %.)

5.3 % of all households contacted on Wednesday which were watching television were watching KQED, Channel 9.

Table II-14. KQED Viewing By Time

How was KQED's audience distributed throughout the evenings ?

Base: All KQED coincidental viewing responses. (Times are "pm")

	Total	6 - 6:30	6:30 - 7	7 - 7:30	7:30 - 8	8 - 8:30	8:30 - 9	9 - 9:30	9:30 - 10
# responses	245	10	16	34	49	24	28	49	35
% of all of KQED's audience	100.0	4.1	6.5	13.9	20.0	9.8	11.4	20.0	14.3
KQED's Audience Share for that time period	3.2	1.2	1.8	3.7	4.8 *	2.5	2.5	4.6	3.7
% of KQED's Mon - Fri audience	100.0	4.4	4.9	15.4	21.4	8.2	11.5	20.3	13.7
KQED's Share for that period Mon - Fri	3.3	1.4	1.4	4.3	5.3	2.2	2.8	5.0	3.5

* = note especially

Note: The hour from 7 pm to 8 pm yields 33.9 % of the KQED audience between 6 pm and 10 pm. Newsroom occupies this time period Monday through Friday, and during weekdays Newsroom yields 9.6 % of the 6 pm to 10 pm audience. Taking the same weekday period using the Weighted Shares indicates that Newsroom has an average audience share of 5.2 % of all viewing households.

Examples: *13.9 % of all households found to be watching KQED during the 8 half-hour calling periods each day were found in the 7 to 7:30 pm period.*

3.7 % of all households contacted between 7 and 7:30 pm which were watching television were watching KQED, Channel 9.

Table II-15. Audience Share By Program

See Disclaimer, page iii.

	MONDAY			November 16
Time	Channel 4 KRON	Channel 5 KPIX	Channel 7 KGO	Channel 9 KQED
6 - 6:30 pm	Newswatch 21 22.3	Eyewitness News 24 27.4	NFL Football 34 36.4	Astrology 2 2.0
6:30 - 7 pm	NBC Nightly News 12 9.8	CBS News - Cronkite 42 35.1	NFL Football (cont'd) 47 36.3	Vanishing Wilderness: Santa Barbara 4 2.6
7 - 7:30 pm	Newswatch 20 13.0	Eyewitness News 39 27.4	NFL Football (cont'd) 61 42.0*	Newsroom 2 1.7
7:30 - 8 pm	Red Skelton 27 16.7	Gunsmoke 35 24.1	NFL Football (cont'd) 64 42.0	Newsroom (cont'd) 9 6.3 *
8 - 8:30 pm	Laugh-In 35 29.6	Gunsmoke (cont'd) 35 29.6	NFL Football (cont'd) 44 32.6	Special: Address by John W. Macy, Jr. 3 2.2
8:30 - 9 pm	Laugh-In (cont'd) 48 28.1	Here's Lucy 35 22.5	NFL Football / The Young Lawyers 60 36.1	Chamber Music 2 1.2
9 - 9:30 pm	Bob Hope 70 43.8	Mayberry RFD 29 17.5	The Young Lawyers (cont'd) 31 19.8	NET Realities: Galbraith vs Buckley 5 3.6
9:30 -10 pm	Bob Hope (cont'd) 82 59.4*	Doris Day 21 14.5	The Young Lawyers / The Silent Force 17 12.7	NET Realities (cont'd) 8 5.2

* = note especially

Notes: 1. Two measures of audience size are given in each cell of the table. The figure at the lower left is the actual number of coincidental viewing respondents watching that program at that time. The figure at the lower right is the Audience Share, weighted as explained in Part III.

2. The format of each of the 7 pages of this table (Monday - Sunday) is identical.

Table II-15. Audience Share By Program (continued)

See Disclaimer, page iii.

TUESDAY November 17

Time	Channel 4 KRON	Channel 5 KPIX	Channel 7 KGO	Channel 9 KQED
6 - 6:30 pm	Newswatch 28 20.2	Eyewitness News 42 30.1	Movie 40 27.0	Kukla, Fran, & Ollie 1 0.5
6:30 - 7 pm	NBC Nightly News 19 14.5	CBS News - Cronkite 49 34.7	Movie (cont'd) 40 29.3	Critic At Large - -
7 - 7:30 pm	Newswatch 17 12.4	Eyewitness News 36 27.3	Movie (cont'd) 47 33.8	Newsroom 5 3.9
7:30 - 8 pm	Don Knotts 22 14.6	Beverly Hillbillies 24 15.6	Mod Squad 71 47.6*	Newsroom (cont'd) 12 8.3 *
8 - 8:30 pm	Don Knotts (cont'd) 28 20.9	Green Acres 28 22.2	Mod Squad (cont'd) 49 36.2	North Indian Music 4 3.1
8:30 - 9 pm	Julia 35 24.8	Hee Haw 37 25.3	ABC Movie 47 34.8	North Indian Music (cont'd) 1 0.9
9 - 9:30 pm	Hallmark Hall of Fame: Hamlet 42 30.9	Hee Haw (cont'd) 19 13.3	ABC Movie (cont'd) 54 40.8	The Advocates: Pornography 3 2.0
9:30 -10 pm	Hallmark Hall of Fame (cont'd) 33 24.3*	To Rome With Love 24 18.6	ABC Movie (cont'd) 56 41.3*	The Advocates (cont'd) 4 2.8

Example: *2.0 % of all households contacted between 9 and 9:30 pm on Tuesday, November 17, which were watching television were watching "The Advocates" on KQED, Channel 9.*

Table II-15. Audience Share By Program (continued) *See Disclaimer, page iii.*

WEDNESDAY November 18

Time	Channel 4 KRON	Channel 5 KPIX	Channel 7 KGO	Channel 9 KQED
6 - 6:30 pm	Newswatch 21 17.9	Eyewitness News 30 26.7	Movie 25 20.4	International Zone 3 2.4
6:30 - 7 pm	NBC Nightly News 22 16.5	CBS News - Cronkite 40 30.6	Movie (cont'd) 34 23.8	Guitar, Guitar 3 2.4
7 - 7:30 pm	Newswatch 23 17.3	Eyewitness News 29 22.3	Movie (cont'd) 37 27.5	Newsroom 9 6.8
7:30 - 8 pm	Men From Shiloh - The Virginian 35 25.1	Storefront Lawyers 31 21.8	Courtship of Eddie's Father 45 30.5	Newsroom (cont'd) 6 4.9
8 - 8:30 pm	Men From Shiloh (cont'd) 33 23.4	Storefront Lawyers (cont'd) 33 22.4	Make Room For Granddaddy 41 27.7	French Chef - Julia Child 4 2.6
8:30 - 9 pm	Men From Shiloh (cont'd) 32 23.9	Governor and J.J. 31 23.0	Room 222 33 23.9	Civilisation: Grandeur and Obedience 12 9.4 *
9 - 9:30 pm	Kraft Music Hall 37 23.0	Medical Center 58 35.3	Johnny Cash 30 17.8	Civilisation (cont'd) 16 9.8 *
9:30 -10 pm	Kraft Music Hall (cont'd) 36 22.2	Medical Center (cont'd) 62 41.2	Johnny Cash (cont'd) 28 17.6	Nader Report: The Chemical Feast 8 5.4

Table II-15. Audience Share By Program (continued) *See Disclaimer, page iii.*

	THURSDAY								November 12			
Time	Channel 4 KRON			Channel 5 KPIX			Channel 7 KGO			Channel 9 KQED		
6 - 6:30 pm	Newswatch	13	13.9	Eyewitness News	36	41.8	Movie: Teahouse of the August Moon	14	14.8	Book Beat	-	-
6:30 - 7 pm	NBC Nightly News	18	15.3	CBS News - Cronkite	50	41.8	Movie (cont'd)	16	12.4	The Course of Our Times: Truman Era	1	1.0
7 - 7:30 pm	Newswatch	22	18.5	Eyewitness News	44	38.4	Movie (cont'd)	14	12.2	Newsroom	6	5.1
7:30 - 8 pm	Wildlife Special: Black Rhinoceros	34	22.2	Family Affair	51	37.7	Matt Lincoln	29	21.2	Newsroom (cont'd)	5	4.2
8 - 8:30 pm	Wildlife Special (cont'd)	38	33.4	Jim Nabors	32	30.7	Matt Lincoln (cont'd)	21	19.6	Bay Area Reports Dr. Thomas Shaheen	-	-
8:30 - 9 pm	Ironside	66	41.8	Jim Nabors (cont'd)	39	25.2	Bewitched	34	21.9	NET Playhouse: NY TV Theater	3	2.0
9 - 9:30 pm	Ironside (cont'd)	44	33.2	Movie: This Property Condemned	32	23.9	Barefoot in the Park	32	21.8	NET Playhouse (cont'd)	4	3.0
9:30 -10 pm	Nancy	36	23.8	Movie (cont'd)	53	35.6	The Odd Couple	33	22.8	NET Playhouse (cont'd)	4	3.0

Table II-15. Audience Share By Program (continued)

See Disclaimer, page iii.

FRIDAY — November 13

Time	Channel 4 KRON	Channel 5 KPIX	Channel 7 KGO	Channel 9 KQED
6 - 6:30 pm	Newswatch 19 15.5	Eyewitness News 42 36.7	Movie: Seven in the Darkness 23 18.1	Consultation 2 1.5
6:30 - 7 pm	NBC Nightly News 31 24.7	CBS News - Cronkite 41 33.8	Movie (cont'd) 16 12.0	Nader Report: Ads That Lie 1 1.0
7 - 7:30 pm	Newswatch 13 12.8	Eyewitness News 28 24.9	Movie (cont'd) 22 19.3	Newsroom 6 5.9
7:30 - 8 pm	High Chaparral 34 25.1	Headmaster 29 22.9	Brady Bunch 37 25.7	Newsroom (cont'd) 7 5.5
8 - 8:30 pm	High Chaparral (cont'd) 25 19.7	Movie: The Guns of Navarone 39 29.5	Nanny and the Professor 44 35.0	World Press 4 3.0
8:30 - 9 pm	Name of the Game 37 25.5	Movie (cont'd) 46 32.8	Partridge Family 36 23.7	World Press (cont'd) 3 1.8
9 - 9:30 pm	Name of the Game (cont'd) 33 24.9	Movie (cont'd) 43 31.8	That Girl 29 20.7	Astrology 9 7.2 *
9:30 -10 pm	Name of the Game (cont'd) 21 16.7	Movie (cont'd) 56 44.0	Love, American Style 36 26.9	Guitar, Guitar 1 1.0

Table II-15. Audience Share By Program (continued) *See Disclaimer, page iii.*

SATURDAY				November 14
Time	Channel 4 KRON	Channel 5 KPIX	Channel 7 KGO	Channel 9 KQED
6 - 6:30 pm	Newswatch 16 15.2	Eyewitness News 37 36.4	Movie: The World in His Arms 26 23.7	Fanfare (cont'd from 5:30 pm) 1 1.0
6:30 - 7 pm	NBC Nightly News 17 17.2	CBS News 35 34.2	Movie (cont'd) 28 23.5	Fanfare (cont'd) 1 1.2
7 - 7:30 pm	Football Highlights: Raiders & Cleveland 23 17.0	Electric Impressions 33 27.5	Movie (cont'd) 33 28.9	The Course of Our Times: Truman Era 1 0.9
7:30 - 8 pm	Andy Williams 33 23.6	Mission Impossible 42 30.4	Let's Make A Deal 38 28.3	Washington Week in Review 4 3.1
8 - 8:30 pm	Andy Williams (cont'd) 22 19.4	Mission Impossible (cont'd) 42 38.8	Newlywed Game 27 25.5	San Francisco Mix 2 2.1
8:30 - 9 pm	Movie: Torn Curtain 50 29.6	My Three Sons 49 26.9	Lawrence Welk 39 23.1	San Francisco Mix (cont'd) 2 1.3
9 - 9:30 pm	Movie (cont'd) 52 34.1	Arnie 39 26.3	Lawrence Welk (cont'd) 40 26.5	Homewood 3 1.9
9:30 -10 pm	Movie (cont'd) 42 41.6	Mary Tyler Moore 32 33.0	Most Deadly Game 16 16.6	Homewood (cont'd) 2 2.1

Table II-15. Audience Share By Program (continued) *See Disclaimer, page iii.*

SUNDAY November 15

Time	Channel 4 KRON	Channel 5 KPIX	Channel 7 KGO	Channel 9 KQED
6 - 6:30 pm	Speak Out 13 10.2	Eyewitness News 48 42.6	Movie (cont'd from 5 pm) 27 22.7	Soul ! (cont'd from 5:30 pm) 1 1.0
6:30 - 7 pm	NBC Nightly News 16 13.4	CBS News 41 34.3	Movie (cont'd) 35 26.4	French Chef - Julia Child 6 5.2 *
7 - 7:30 pm	Assignment Four: Election of Governor 17 12.3	Lassie 39 30.8	Young Rebels 38 28.5	Kukla, Fran, & Ollie 5 4.2
7:30 - 8 pm	Walt Disney 25 18.6	Hogan's Heroes 35 25.8	Young Rebels (cont'd) 39 29.2	Vanishing Wilderness 6 4.7
8 - 8:30 pm	Walt Disney (cont'd) 34 19.0	Ed Sullivan 36 22.3	Circus Special: The Klowns, Ringling Bros 51 31.3	Firing Line - Wm. F. Buckley 7 4.9
8:30 - 9 pm	Bill Cosby 32 18.0	Ed Sullivan (cont'd) 43 25.6	Circus Special (cont'd) 64 35.1	Firing Line (cont'd) 5 3.0
9 - 9:30 pm	Bonanza 40 26.6	Glen Campbell 39 26.3	Movie: The Brotherhood 50 31.3	Civilisation: Protest and Communication 9 6.2 *
9:30 -10 pm	Bonanza (cont'd) 34 25.1	Glen Campbell (cont'd) 25 18.1	Movie (cont'd) 54 40.2	Civilisation (cont'd) 8 6.2 *

Table II-16. Local News Program Viewing

"Which local news program do you usually watch ?"

Base: Script # 4, 1351 responses.

Channel	Program	#	%
2	Tuck & Fortner Report	58	4.6
4	Newswatch	303	24.2
5	Eyewitness News	436	34.8
7	Early or Weekend News	191	15.2
9	Newsroom	90	7.2
	Other local news	24	1.9
	Network news only	39	3.1
	No news	112	8.9 *

* = note especially

See Disclaimer, page iii.

Example: 7.2 % of all respondents asked about local news program viewing indicated that Newsroom on KQED was the local news program that the household usually watched.

Table II-17. "Newsroom" As Most Frequently Viewed KQED Program By Area

"What program on Channel 9 would you say your household watches most often ?"

Base: Script # 5, 614 responses to "Most Frequently Viewed Program"

	Total #	Total %	% of all "Most Frequently Viewed Program" responses within that Calling Area (i.e. - column percentage)						
			San Francisco	Oakland	Marin	Palo Alto	San Mateo	Alameda-North	Alameda-South
Newsroom most frequently viewed program	162	26.4	35.0	35.3	27.8	15.5	18.9	15.6	13.0
Newsroom second after Sesame Street	14[1]	2.3	-	2.0	5.6[1]	4.8	2.1	6.3	3.7

Note: 1. Area percentages may be misleading where the actual number of respondents is small.

Examples: *Newsroom was reported to be the most frequently viewed KQED program by 35.0 % of all the respondents to that question in the San Francisco calling area.*

*Newsroom was **reported** to be viewed most after Sesame Street by 2.0 % of all the respondents in the Oakland calling area.*

Table II-18. "Newsroom" Viewing By Area

"Do you ever watch Newsroom, the news program on Channel 9 ?"

Base: Script # 5, 1300 responses to "ever watch" question.

	Total #	Total %	% of all "View / Never View" responses within that Calling Area (i.e. - in that column down the table)						
			San Francisco	Oakland	Marin	Palo Alto	San Mateo	Alameda-North	Alameda-South
View Newsroom at least sometimes	471	36.2	37.1	41.4	50.0*	43.6*	34.7	17.6	26.1
Never view Newsroom	829	63.8	62.9	58.6	50.0	56.4	65.3	82.4	73.9

* = note especially

Note: See Table II-24 for "Newsroom" Viewing By Education.

Examples: In the San Francisco calling area, 37.1 % of all respondents asked indicated that they view Newsroom at least sometimes. Hence, 62.9 % never view Newsroom.

Table II-19. Attitudes Toward "Newsroom"

"Compared to other local news programs .... would you say that Newsroom is more useful, as useful, or less useful ..."
"How accurate do you think Newsroom is ? ... more accurate, as accurate ..."

Base: Script # 4. The 88 "Regular Newsroom Viewers" are respondents who answered the "useful / accurate / fair" questions who had earlier indicated that Newsroom was the local news program usually watched.

Percentages are % of responses to that question (i.e. - in that column down the table)

	USEFUL		ACCURATE		FAIR	
Response	% of all respondents	% regular viewers[1]	% of all respondents	% regular viewers	% of all respondents	% regular viewers
"More ---	48.7	83.0	34.3	57.5	30.7	50.6
"As ---	33.4	12.5	44.7	34.5	47.0	37.9
"Less ---	6.1	1.1	3.5	2.3	7.8	10.3
No Answer	11.8	3.4	17.5	5.7	14.5	1.1
Total #	458	88	452	87	449	87

Note: 1. This column is provided to compare the attitudes of regular KQED viewers with the attitudes of all respondents.

Examples: *48.7 % of all respondents asked about the "usefulness" of Newsroom replied that it was "more useful" than other local news programs.*

83.0 % of all respondents asked about the "usefulness" of Newsroom who were watching KQED when contacted replied that Newsroom was "more useful" than other local news programs.

Table II-20. Newsroom: Usefulness vs Accuracy, Fairness

Did the respondents distinguish between usefulness, accuracy, and fairness ?
If so, in what ways ?

Base: Script # 4. Accuracy: 452 responses; Fairness: 449 responses.

	% of responses in that row across (Usefulness Category) *and* in that column down (i.e. - of all 16 cells in that table section)			
USEFULNESS	ACCURACY			
	More Accurate	As Accurate	Less Accurate	No Answer
More Useful	26.5	18.6	0.7	3.3
As Useful	6.0	21.7	1.5	4.2
Less Useful	0.7	2.4	1.3	1.3
No Answer	1.1	2.0	0	8.6
USEFULNESS	FAIRNESS			
	More Fair	As Fair	Less Fair	No Answer
More Useful	22.7	22.3	2.2	1.8
As Useful	6.2	21.6	2.2	3.3
Less Useful	0.7	1.3	2.2	1.6
No Answer	1.1	1.8	1.1	7.8

Example: 18.6 % of all respondents replied that Newsroom is "more useful" and "as accurate" as other local news programs.

Table II-21. "Sesame Street" As Most Frequently Viewed KQED Program By Area

"What program on Channel 9 would you say your household watches most often ?"

Base: Script # 5, 614 responses to "Most Frequently Viewed Program"

	Total #	Total %	% of all "Most Frequently Viewed Program" responses within that Calling Area (i.e. - column percentage)						
			San Francisco	Oakland	Marin	Palo Alto	San Mateo	Alameda-North	Alameda-South
Sesame Street most frequently viewed program	197	32.1	20.9	25.5	38.9	25.0	42.1	50.0	70.4*
Sesame Street second after Newsroom	10^1	1.6	1.7	3.3	-	-	1.1	3.1	-

* = note especially

Note: 1. Area percentages may be misleading where the actual number of respondents is small.

Examples: *Sesame Street was reported to be the most frequently viewed KQED program by 20.9 % of all the respondents to that question in the San Francisco calling area.*

Sesame Street was reported to be viewed most after Newsroom by 1.7 % of all the respondents in the San Francisco calling area.

Table II-22. Most Frequently Viewed KQED Program

"What program on Channel 9 would you say your household watches most often ?"
(... and after Newsroom ? ... and after Sesame Street ?)

Base: Script # 5, 608 responses other than "Newsroom" or "Sesame Street"

Grouping Program	Responses #	 %[1]
No specific answer	137	22.6
Sesame Street ONLY	34	5.6
Newsroom ONLY	9	1.5
Percentages reported below are based on 428 cases, excluding the above.		
News and Public Affairs[2]	(22)[3]	(5.1)
World Press	11	2.6
Political programs, current events	5	
News	4	
Civic programs	1	
Election returns	1	
Documentaries	(11)	(2.6)
Documentaries	7	1.6
Nader Report	3	
NET Realities	1	
Talks, Discussion, & Debates	(57)	(13.3)
Firing Line - Wm. F. Buckley	37	8.6
David Suskind	13	3.0
Interviews	3	
Buckley AND Suskind	2	
Discussion and Debates	2	
Children's Programs[4]	(49)	(11.5)
Misterogers Neighborhood	42	9.8
Children's programs	7	1.6
Current Series	(155)	(36.2)
Civilisation	76	17.8
French Chef - Julia Child	43	10.0
Forsythe Saga	21	4.9
San Francisco Mix	8	1.9
The Advocates	4	
Astrology	3	

Table II-22 is continued on the next page.

Table II-22. Most Frequently Viewed KQED Program (continued)

Grouping	Program	Responses	
		#	%
Music		(32)	(7.5)
	Music	13	3.0
	Pops Concerts	6	1.4
	Guitar, Guitar	4	
	NET Festival / Fanfare	3	
	Jazz	3	
	Folk	1	
	Rock	1	
	Ballet	1	
Drama		(26)	(6.1)
	NET Playhouse	15	3.5
	Plays	10	2.3
	Shakespeare	1	
Black Programs		(9)	(2.1)
Nature and Environment		(5)	(1.2)
	Nature	2	
	Ecology	2	
	Vanishing Wildreness	1	
Other programming		(11)	(2.6)
	Critics	3	
	Language programs	2	
	Travel	2	
	Jewish programs	1	
	Tennis	1	
	Old Time Movies	1	
General Classifications		(39)	(9.1)
	Specials	31	7.2
	Educational programs	4	
	Special interest programs	2	
	Unusual programs	2	
Auction		(10)	(2.3)

Notes:
1. Percentages less than 1.0 are omitted.
2. "Newsroom" is reported separately in Table II-17.
3. Percentages in parentheses are for that Program Grouping.
4. "Sesame Street" is reported separately in Table II-21.

Table II-23. Most Frequently Viewed KQED Program By Area

Did the programs viewed most frequently vary from one calling area to another ?

Base: Script # 5, 608 responses other than "Newsroom" or "Sesame Street," all cases included.

Program	Total #	Total %	% of all "Most Frequently Viewed Program" responses within that Calling Area (i.e. - in that column down the table)						
			San Francisco	Oakland	Marin	Palo Alto	San Mateo	Alameda-North	Alameda-South
Civilisation	76	12.5	12.2	13.7	16.7	14.3	18.9	1.3	-
French Chef	43	7.1	11.0	6.5	16.7	3.6	5.3	-	5.6
Misterogers	42	6.9	3.5	2.6	11.1	7.1	5.3	15.6	25.9
Firing Line	37	6.1	8.1	3.9	11.1	9.5	5.3	6.3	-
Specials	31	5.1	5.8	4.6	5.6	7.1	2.1	9.4	3.7
Forsythe Saga	21	3.5	3.5	5.2	5.6	1.2	4.2	-	1.9
NET Playhouse	15	2.5	3.5	2.6	-	-	4.2	3.1	-
Plays	10	1.6	1.2	1.3	-	3.6	1.1	-	3.7
David Suskind	13	2.1	0.6	2.0	-	3.6	4.2	3.1	1.9
Music	13	2.1	0.6	3.3	-	3.6	-	6.3	3.7
World Press	11	1.8	2.9	2.0	-	1.2	1.1	3.1	-
Auction	10	1.6	2.3	-	-	1.2	1.1	6.3	3.7
Black programs	9	1.5	1.2	3.3	-	2.4	-	-	-

Notes: 1. "Newsroom" and "Sesame Street" are reported separately in Tables II-18 and II-21.

2. Only programs mentioned 9 or more times are reported here.

Example: "Civilisation" was named as the most frequently viewed program by 12.2 % of all respondents to that question in the San Francisco calling area, Newsroom and Sesame Street excluded.

Table II-24. "Newsroom" and "Sesame Street" As Most Frequently Viewed KQED Programs By Education

Were there links between the level of education of the head of the household and the viewing of Newsroom or Sesame Street ?

Base: Script # 5, 173 responses to "Most Frequently Viewed Program" where level of education of the head of the household was also specified.

Respondents ...	Total #	Education (Head of Household) % of all responses in that row across the table					
		Elementary School	Some High School	Completed High School	Some College	Completed College	Further Education
In all Education responses	1739	5.3	8.4	28.8	22.6	22.6	12.3
In "Most Freq. Viewed Program" responses	173	3.5	7.5	24.3	24.9	26.6	13.3
Reporting "Newsroom" most freq. viewed	72	-	5.6	18.1	23.6	33.4	19.5
Reporting "Sesame" most freq. viewed	46	2.2	4.3	30.4	37.0	17.4	8.7

Note: This table may reflect a slightly higher than actual general level of education due to over-sampling of KQED viewers. The distributions apply to KQED viewers, not the general population.

Examples: *28.8 % of all respondents indicated that the level of education of the head of the household was "completed high school."*

24.3 % of the respondents to "Most Frequently Viewed Program" were in the "completed high school" education category.

18.1 % of all responses of Newsroom as most frequently viewed program came from respondents in the "completed high school" education category.

Table II-25. Most Frequently Viewed KQED Program By Education

Were there links between the level of education of the head of the household and the programs specified as most often viewed ?

Base: Script # 5, 173 responses to "Most Frequently Viewed Program" where level of education of the head of the household was also specified.

Program	Total #	Total %	Education (Head of Household) % of all responses in that column down the table					
			Elementary School[2]	Some High School[2]	Completed High School	Some College	Completed College	Further Education
Civilisation	31	17.9	-	15.4	14.3	18.6	21.7	21.7
French Chef	13	7.5	-	-	7.1	11.6	8.7	4.3
Misterogers	8	4.6	-	-	7.1	7.0	4.3	-
Firing Line	9	5.2	-	-	4.8	9.3	4.3	4.3
Specials	7	4.0	-	7.7	9.5	-	2.2	4.3
Forsythe Saga	7	4.0	-	-	2.4	7.0	2.2	8.7
NET Playhouse	6	3.5	-	-	2.4	2.3	2.2	13.0
Plays	4	2.3	16.7[2]	-	2.4	2.3	-	4.3
David Suskind	4	2.3	-	15.4	2.4	-	2.2	-
Music	3	1.7	-	15.4	-	2.3	-	-
World Press	5	2.9	16.7[2]	-	2.4	-	4.3	4.3
Auction	3	1.7	33.3[2]	-	-	-	2.2	-
Black programs	4	2.3	-	7.7	-	7.0	-	-
Total Respondents #	173	100.0	6	13	42	43	46	23

Notes: 1. "Newsroom" and "Sesame Street" are reported separately in Table II-24.

2. Percentages in this table are based on a relatively small number of respondents. The distribution by education is intended to indicate the overall viewing pattern. Only programs reported in Table II-23 are included here.

Example: 18.6 % of all households which reported the head of the household had "some college" education indicated that "Civilisation" was the most frequently viewed program.

Table II-26. KQED Viewing Frequency After 10 pm
By Overall KQED Viewing Frequency

How do patterns of KQED viewing after 10 pm compare with patterns of KQED viewing overall ?

Base: Scripts 2 & 3, 1620 responses.

Overall Confirmed KQED Viewing Frequency	% of all respondents in that Overall Viewing Frequency Category (i.e. - in that row across) who - View KQED After 10 pm			
	Almost Daily	Once or Twice A Week	Occasionally	Never
Almost Daily	6.4	15.7	34.5	43.4
Once or Twice A Week	1.3	8.4	37.5	52.8
Occasionally	1.2	1.3	23.3	74.2
Total #	47	126	493	954
Total %	2.9	7.8	30.4	58.9
% of Regular Viewers	4.2	12.6	35.8	47.4

Note: 1. "Regular Viewers" = "View Daily" + "View Once or Twice a Week."

Example: 15.7 % of all confirmed "almost daily" KQED viewers indicated that they view KQED after 10 pm once or twice a week.

Table II-27. Age Profiles: Population, Television Viewers

Did the proportion of persons viewing television vary with age ?

Base: 6036 responses.

Age Category	Total		Viewers		
	#	%	#	% of Age Total	% of Total Audience
Pre-school	399	6.6	115	28.8	4.2
Elementary school	873	14.5	378	43.3	13.8
Teenagers	759	12.6	285	37.6	10.4
Young Adults, 18-25	662	11.0	283	42.8	15.7
Adults, 26-60	2867	47.5	1361	47.4	50.0
Adults, over 60	476	7.9	308	64.7	11.3
Total Audience	6036	100.0	2730	45.2	-

Examples: 12.6 % of all the persons in the households where age was surveyed were reported to be in the "Teenager" category.

37.6 % of all the above Teenagers were viewing television at the time of the survey call.

Teenagers constituted 10.4 % of the viewing audience during the period surveyed (all stations).

Table II-28. Age Profiles By Channel

Did some channels have younger or older audiences than others ?

Base: 6036 responses.

	Age Category					
	Pre-school	Elementary School	Teenagers	Young Adult 18 - 25	Adults 26 - 60	Adults over 60
% of Total Audience in that Age Category	4.2	13.8	10.4	15.7	50.0	11.3
Channel 4, KRON						
% of all viewers of that age	22.6	24.1	17.9	16.6	21.6	18.2
% of Chan 4's Total Audience	4.6	16.1	9.0	8.3	52.1	9.9
Channel 5, KPIX						
% of all viewers of that age	13.0	13.0	17.6	13.4	23.9	37.0
% of Chan 5's Total Audience	2.5	8.3	8.4	6.4 *	55.0	19.3 *
Channel 7, KGO						
% of all viewers of that age	14.8	24.4	29.5	32.9	26.0	21.4
% of Chan 7's Total Audience	2.4	13.0	11.9	13.2 *	50.2	9.3
Channel 9, KQED						
% of all viewers of that age[1]	5.2	1.9	4.2	7.1	6.5	7.5
% of Chan 9's Total Audience	3.8	4.5	7.7	12.8 *	56.5	14.7 *

* = note especially

Note: 1. Audience Share is inflated by over-sampling of KQED viewers. Audience Share here is 5.7; survey Audience Share is 3.2, Weighted Share - 3.4.

Examples: *7.1 % of all persons in the Young Adult (18-25) age category in the households surveyed by the age category questions who were watching television were viewing KQED, Channel 9.*

Young Adults constitited 12.8 % of KQED's reported audience.

Table II-29. Most Frequent KQED Viewer in Household By Age

Does KQED have an exceptionally large pre-school audience ? Who watches most ?

Base: 6036 responses.

	Age Category					
	Pre-school	Elementary School	Teenagers	Young Adult 18 - 25	Adults 26 - 60	Adults over 60
# of responses	115	103	65	109	519	102
% of all responses	12.2	All other Age Categories Total = 87.8				
% of responses excluding Pre-school	x	11.4	7.2	12.1	57.7	11.3
Approximate % of Most Frequent KQED Viewers in that Age Category[1]	12.2 *	10.0	6.3	10.6	50.5	9.9
% of Total Audience in that Age Category	4.2	13.8	10.4	15.7	50.0	11.3
% of survey Population in that Age Category	6.6	14.5	12.6	11.0	47.5	7.9

* = note especially

Note: 1. Pre-school children as "Most Frequent KQED Viewers in Household" were recorded separately. These percentages were obtained by adjusting the responses excluding Pre-school to 87.8 %.

Example: 12.2 % of all "most frequent KQED viewer" responses indicated that Pre-school Children were the most frequent KQED viewers.

Table II-30. Hours per Day Viewing KQED

Do people watch KQED all evening, or just for one or two programs ?

Base: All Households Responding = 940, Households Viewing KQED When Contacted = 36.

Hours per Day Viewing KQED	All Households Responding[1]		Households Viewing KQED When Contacted	
	%	Descending Cumulative %	%	Descending Cumulative %
0.01 - 0.1	9.5	100.0	2.8	100.0
0.1 - 0.25	7.8	90.5	2.8	97.2
0.26 - 0.5	25.8	82.7	11.1	94.4
0.51 - 1.0	25.7	56.9	16.7	83.3
1.01 - 1.5	5.6	31.2	8.3	66.6
1.51 - 2.0	13.7	25.6	19.4	58.3
2.01 - 3.0	8.4	11.9	30.6	38.9
3.01 - 5.0	2.5	3.5	5.6	8.3
5.01 +	1.0	1.0	2.7	2.7

Notes:
1. "All Households" includes those who view KQED only occasionally, but not those who never view.
2. Descending Cumulative %: percentage of households responding which view KQED for the length of time in that row of the table *or more* each day.
3. Average household KQED viewing per day = 1.2 hours.

Examples: *25.8 % of all households responding reported that they view KQED between 0.26 hours (15 min. +) and 0.5 hours (30 min.) per day.*

82.7 % of all households responding reported that they view KQED at least 0.26 hours (more than 15 minutes) per day.

Table II-31. Hours per Day Viewing KQED By Age

Does one age group watch significantly more or less than the others ?

Base: 847 responses.

Hours per day Viewing KQED, More than:	Descending Cumulative %:[1]					
		Age Category				
	Total	Elementary School	Teenagers	Young Adult 18 - 25	Adults 26 - 60	Adults over 60
0.01	100.0	100.0	100.0	100.0	100.0	100.0
0.10	92.0	100.0	89.4	92.9	91.0	87.1
0.25	85.7	97.5	82.7	80.8	83.6	79.6
0.50	62.1	76.2	51.7	54.5	56.6	39.2
1.00	33.9	37.4	24.1 *	26.3 *	28.1	33.3
1.50	27.2	31.1	20.7	24.3	23.3	22.5
2.00	10.7	6.1	8.6	10.2	9.0	12.8
3.00	4.0	1.1	6.9	6.2	4.1	3.1
5.00	0.2	0.0	0.0	1.1	0.3	0.0

* = note especially

Note: 1. Descending Cumulative %: percentage of Most Frequent KQED Viewers in Household in that Age Category (column down) who view KQED for the length of time in that row of the table *or more* each day.

Example: 26.3 % of all the Young Adults identified as the most frequent KQED viewers in their households watch KQED more than 1.0 hour per day.

Table II-32. Hours Per Week Viewing Public Television

Source: "The Viewing of Public Television - 1970," prpepared for the Corporation for Public Broadcasting by Louis Harris and Associates, Inc.[1]

Grouping	Hours per week viewing Public Television: Less than 1	1 - 2	2 - 3	3 - 5	5 - 10	10 +	Average
Total Public Television Audience	37	21	14	12	11	5	1.5
In Cities	38	21	13	12	10	6	1.5
In Suburbs	37	23	13	10	13	4	1.5
Age 16 to 20	57	18	8	10	3	4	0.8
21 to 30	32	17	16	13	17	5	2.0
31 to 50	38	22	14	11	11	4	1.5
over 50	28	24	14	15	12	7	1.8
With less than completion of High School	44	19	12	11	9	5	1.2
With High School education completed	36	22	15	12	11	4	1.6
With College education completed	29	23	12	15	14	7	1.8

Total Audience: Hours per week viewing television (all channels)

Less than 1	1 - 2	2 - 3	3 - 5	5 - 10	10 - 15	15 - 20	20 - 25	25 - 35	35 +	Average
2	2	3	8	16	18	10	14	13	14	15.4

Note: 1. Data based on 3040 respondents in 214 sample areas nationally.

Examples: *10 % of all respondents between the ages of 16 and 20 indicated that they viewed public television for between 3 and 5 hours per week.*

10 % of all respondents indicated that they viewed television (all channels) for between 15 and 20 hours per week.

Table II-33. KQED Membership By Area

Base: Script # 3, 1006 responses.

	Total #	Total %	Area						
			San Francisco	Oakland	Marin	Palo Alto	San Mateo	Alameda-North	Alameda-South
% of all completed survey calls	11538		31.1	22.5	3.9	11.4	14.5	7.9	8.7
% of all Membership responses	1006	100.0	28.5	25.5	5.6	11.3	14.8	6.7	7.6
% of all Current Members	84	8.3	31.0	21.4	7.1 *	21.4 *	13.1	3.6	2.4
% of all "were once" Members	40	4.0	20.0	27.5	5.0	25.0	17.5	2.5	2.5
% of all Never Members	882	87.7	28.7	25.9	5.4	9.8	14.9	7.1	8.3

* = note especially

Note: Level of membership may appear higher than the actual level because (a) only respondents who indicated they watched KQED at least occasionally were questioned, and (b) there was no simple means of confirming that respondents who claimed to be members actually were. The table is chiefly useful in demonstrating variations by Calling Area.

Examples: *5.6 % of all responses about KQED membership were obtained from respondents in the Marin calling area.*

7.1 % of all current KQED members found in membership responses were in the Marin calling area.

Table II-34. KQED Membership By Education

Base: Script # 3, 185 responses.

	Total #	Total %	Level of Education (Head of Household)					
			Elementary School	Some High School	Completed High School	Some College	Completed College	Further Education
% of all Education responses	1739		5.3	8.4	28.8	22.6	22.6	12.3
% of all Membership responses	185	100.0	3.8	3.2	23.1	28.5	26.3	14.5
% of all Current Members[1]	19	10.2	-	5.3	15.8	5.3	47.4	26.3
% of all "were once" Members[2]	10	5.4	-	-	-	50.0	20.0	30.0
% of all Never Members	157	84.4	4.5	3.2	25.5	29.9	24.2	12.1

Notes:
1. Level of membership may appear higher than actual as explained in Table II-33.
2. Percentages may be misleading where actual number of respondents is small.

Examples: *26.3 % of all responses about KQED membership were obtained from households where the head of the household had completed college.*

47.4 % of all current KQED members found in membership responses were from households where the head of the household had completed college.

Table II-35. KQED Viewing Frequency By Members

Do members watch more than others ?

Base: Script # 3, 857 responses.

Confirmed KQED Viewing Frequency	Total %	% of responses in that row across			% of all Current Members
		Current Members	Were Once Members	Never Members	
Almost Every Day	30.0	13.6	7.8	78.6	43.9
Once or Twice A Week	22.4	9.9	3.6	86.5	26.8
Occasionally	40.7	4.9	2.3	92.8	23.9
Never	6.9	0	1.7	98.3	0

Examples: 13.6 % of the confirmed KQED viewers questioned who viewed KQED "almost every day" indicated that they were KQED members.

43.9 % of the current KQED members questioned indicated that they viewed KQED almost every day and this response was confirmed.

Table II-36. KQED Viewing Frequency After 10 pm By Members

Base: Script # 3, 953 responses

KQED Viewing Frequency After 10 pm	Total %	% of responses in that row across			% of all Current Members
		Current Members	Were Once Members	Never Members	
Almost Every Day	3.6	17.6	5.9	76.5	7.3
Once or Twice A Week	6.3	13.3	6.7	80.0	9.8
Occasionally	29.7	14.1	7.8	78.1	48.8
Never	60.4	4.9	2.1	93.1	34.1

Examples: 17.6 % of the respondents who reported viewing KQED after 10 pm almost every day indicated that they were KQED members.

7.3 % of the respondents who indicated that they were KQED members reported viewing KQED after 10 pm almost every day.

Table II-37. Sources of Information About KQED Programs

Base: Script # 5, 816 responses.

Source	#	%
FOCUS, the KQED program guide	47	5.8
Newspapers - TV listings	332	40.7
TV columns	60	7.4
TV ads	17	2.1
in general	33	4.0
TV Magazines	227	27.8
On-air promos	28	3.4
Word-of-mouth	28	3.4
Other	44	5.4

Example: 40.7 % of all respondents indicated that the television listings in newspapers were their main source of information about KQED programs.

Table II-38. KQED Community Service By Area

"Would you say that KQED serves the community at large, or does it cater to a specialized audience ?"

Base: Script # 7, 917 responses.

	Total #	Total %	% of all responses within that Calling Area (i.e. - in that column down the table)						
			San Francisco	Oakland	Marin	Palo Alto	San Mateo	Alameda-North	Alameda-South
Total Respondents #	917	100.0	253	222	45	106	143	67	81
KQED serves the community at large	541	59.0	53.0	59.9	60.0	68.9 *	60.1	52.2	65.4
KQED caters to a specialized audience	376	41.0	47.0	40.1	40.0	31.1	39.1	47.8	34.6

* = note especially

Examples: *In the San Francisco calling area, 53.0 % of all respondents asked indicated that they felt that KQED served the community at large. Hence, 47.0 % felt that KQED catered to a specialized audience.*

Table II-39. KQED's "Specialized Audience"

Respondents who indicated that KQED caters to a specialized audience rather than serving the community at large were asked:
"What would you say that specialized audience is ?"

Base: Script # 7, 413 "Specialized Audience" responses.

Grouping Specialized Audience	#	%[1]
No specific answer	71	17.2
Serves community at times, at times not	12	2.9
Age orientation: Young people	(56)	(13.6)
Children	49	11.9
Young people	7	1.7
Age orientation: Adults, over 25's	(14)	(3.4)
Educational orientation	(62)	(15.0)
Educational	25	6.1
People who want to learn	25	6.1
Educators and students	12	2.9
Educated people	(52)	(12.6)
Educated people	40	9.7
College educated	11	2.7
Educated middle class	1	
Class orientation	(38)	(9.2)
Intellectuals	22	5.3
Above average type of people	6	1.5
Professional people	3	
Upper middle class	2	
Average adult, working people	2	
Blacks	2	
Snobs	1	
"Proud to be one"	(59)	(14.3)
Those who want culture	20	4.8
Intelligent people	16	3.9
Those who want good programs	9	2.2
Thinking people	7	1.7
"Special" people	3	
The Sophisticated	2	
People who read a lot	2	

Table II-39 is continued on the next page.

Table II-39. KQED's "Specialized Audience" (continued)

Grouping Specialized Audience	#	%
Political orientation	(27)	(6.5)
Liberals	11	2.7
Involved, aware, socially minded	9	2.2
Extreme left wing, radicals	4	
Political people	3	
Interest orientation	(13)	(3.1)
People interested in:		
News, current affairs	3	
Science	2	
Entertainment	2	
Sports	1	
Stocks	1	
No advertising	1	
Special interest groups	2	
Women	1	
... And Sundry	(9)	(2.2)
Hip, off beat people, the farouts	8	1.9
Neurotics	1	

Notes: 1. Percentages less than 1.0 are omitted

2. Percentages are of all responses, including "no specific answer."

160

Table II-40. KQED's "Greatest Strength"

"What would you say is KQED's greatest strength ?"

Base: Script # 8, 901 responses.

Grouping Strength	#	%[1]
No answer	209	23.2
Generally favorable comment, no specifics	30	3.3
NONE - no strengths	3	
Station attitude	(32)	(3.6)
Candid, honest	9	1.0
Controversial	7	
Supported by the people, participation	6	
Station attitude	3	
Left wing viewpoint	2	
Open-mindedness	1	
For the public good	1	
Dynamic	1	
"Hip"	1	
Great potential of KQED-FM	1	
General programming	(165)	(18.3)
High quality of programming	47	5.2
No commercials	32	3.5
Variety	31	3.4
Unique, interesting, creative programming	23	2.6
Informative	16	1.8
Cultural	5	
Change of pace from commercial television	4	
Current, relevant	3	
Live programming	2	
No violence	2	
Program types and specific programs[2]	(480)	(53.3)
Educational programs	121	13.4
News and Public Affairs	86	9.5
Talks, Discussions, & Debates	31	3.4
Children's programs	130	14.0
Current Series	24	2.7
Music	14	1.6
Drama	15	1.7
Black and Minority programming	4	
Science and Nature	4	
General classifications - specials, etc.	17	1.9
Auction	2	

Notes: 1. Percentages less than 1.0 are omitted.

2. Program responses overlap with Table II-22 and are not detailed again in this table.

Table II-41. KQED's "Greatest Weakness"

"What would you say is KQED's greatest weakness ?"

Base: Script # 8, 900 responses.

Grouping Weakness	#	%[1]
No specific answer	471	52.3
Refuse to criticize KQED	144	16.0
Station attitude	(35)	(3.9)
Biased, one sided	13	1.4
Too liberal	6	
Too controversial	4	
Too avant garde	3	
Biased to the left	3	
Too radical	3	
"Politics"	2	
Not left enough	1	
Station operations	(36)	(4.0)
Lack of money	13	1.4
Promotion, publicity	11	1.2
No advertising	6	
Not enough support	3	
Too much commercial competition	2	
Doesn't reach enough people	1	
Program operations	(54)	(6.0)
Poor signal quality	17	1.9
Part day service only	10	1.1
Production criticized, amateurish	8	
Repeats	8	
Scheduling	3	
Delay between programs	2	
Needs stronger network service	2	
Not enough similar programs, regular series	2	
Not enough color	1	
Test pattern too short [!]	1	
General programming	(71)	(7.9)
Dull, boring, dry, too much talking, not enough entertainment	30	3.3
Programs have limited appeal	13	1.4
Not enough variety	12	1.3
Poor programs	5	
Too intellectual	5	
Too much beatnik, hippie, "in," farout programming	5	
"Artistic" programs	1	

Table II-41 is continued on the next page.

Table II-41. KQED's "Greatest Weakness" (continued)

Grouping Weakness	#	%
Program types and specific programs	(90)	(10.0)
Educational programs		
KQED is only educational	2	
News and Public Affairs		
News is slanted occasionally	11	1.2
Doesn't like Newsroom	6	
Newsroom is too biased	4	
Reporters step out of line, editorialize	4	
Talks, Discussions, & Debates		
Doesn't like interview shows	4	
Not enough interview shows	1	
Doesn't like Buckley	1	
Children's programs		
KQED is just for children	4	
Not enough for children	2	
Good programs too late for children	1	
Not enough for older children	1	
Doesn't like Misterogers Neighborhood	1	
Current Series		
Doesn't like Civilisation	1	
Music		
Doesn't like music programs	6	
Doesn't like serious music	3	
Not enough good music	2	
Doesn't like pop music	1	
Drama		
Doesn't like television plays	1	
Black and Minority programming		
Too Black oriented	3	
Not enough for monorities	1	
Too much minority programming	1	
General program classifications		
Doesn't like some specific program	10	1.1
Not enough sports	10	1.1
Not enough movies, cartoons	5	
Doesn't like modern films	2	
Auction		
Doesn't like Auction	1	
Other comments	2	

Note: 1. Percentages less than 1.0 are omitted.

Table II-42. Respondents' Comments

Interviewers recorded brief comments if volunteered by respondents

Base: 1287 responses.

Grouping Comment	#	%[1]
General comments		
Generally favorable comment about KQED	84	6.5
Extremely favorable comment	25	1.9
Generally unfavorable comment	15	1.2
Station attitude		
KQED is liberal, biased, political, radical	20	1.5
Broadcasters talk down to the audience	1	
Station operations		
Needs better promotion	4	
Never heard of KQED	2	
Listens to KQED-FM	2	
Station has production, organization problems	1	
Program operations		
Cannot receive KQED at all	269	20.9
Poor or bad reception	115	8.9
Appreciates no commercials	6	
Early morning programming needed	2	
General programming		
Used to watch - but no any more !	8	
Used to be a member - but not any more !	3	
Happy with the other channels	6	
Used to be better	5	
Prefer entertainment to heavy education	5	
Time consuming - have to pay attention	3	
Too much talking	2	
Too psychedelic	2	
Program types and specific programs		
Newsroom		
Extremely favorable	10	
Favorable	22	1.7
Unfavorable	11	
Leans to the left	2	
Somewhat biased	9	
Terribly biased	8	
Too long - gets boring	2	

Table II-42 is continued on the next page.

Table II-42. Respondents' Comments (continued)

Grouping Comment	#	%
Children's programming		
Likes Sesame Street	28	2.2
Dislikes Sesame Street style	1	
Only our kids watch KQED	16	1.2
We don't watch KQED - no children	1	
Civilisation		
Favorable	17	1.3
Black and Minority programming		
Not enough Black programs	2	
Too much minority programming	1	
Program-by-program, others		
Likes ---	63	4.9
Dislikes ---	3	
Not enough ---	9	
Television in general		
Have television, but never look at it	31	2.4
Don't watch much television	23	1.8
Proud not to have a tv	1	
About this survey		
Problems with English (San Francisco Calling Area = 97)	142	11.0
Complaint about time called	66	5.1
Complaint about being called at all	12	
Respondent very rude	15	1.2
Respondent drunk or stoned	4	
Respondent volunteered suggestion	2	

Note: 1. Percentages less than 1.0 are omitted.

SELECTED COMMENTS

Some of the comments recorded by the telephone interviewers have been reproduced here. The selection is arbitrary and attempts to show the range of the comments, not the balance.

The notation after the comments (such as "A1-N Thur 7 B6") refers to the specific Comments Sheet (Alameda-North calling area, Thursday, 7-7:30 pm, Block 6).

The comments have been grouped under general headings.

about KQED programming in general ...

"Thinks Channel 9 is the best thing to hit TV." A1-S Mon 7 B1

"Would not watch for $1.00 an hour." A1-N Fri 9:30 B1

"Time consuming. Has to pay strict attention." SF Mon 8 B6

"For them - 1000%. Best there is! My favorite station. Is a subscriber. Newsroom is best station on the air ... More advertisement would help." OAK Sun 7:30 B5

"Wouldn't watch from what she's heard." SF Tue 7 B2

"KQED has class. Wife says to tell you she likes it too!" PA Thur 9 B2

"I feel the broadcasters on KQED talk down to their audience." A1-N Tue 7:30 B1

"We don't watch KQED - interested in 'entertainment'." SF Mon 6:30 B9

"In spite of Richmond School District, KQED is a great educational show. Weakness is that not enough people are 'for' high education shows; some shows should be for a level lower in education. But she LOVES KQED!" OAK Fri 7:30 B3

"Program with Superintendent of Schools of Sausalito (Nov. 12) very good; San Jose incident: KQED only station that had any important things to say." SF Fri 9:30 B11

about KQED as a station ...

"Tempted by KQED subscription solicitors. Wants to see more of their type rather than network type. Sesame Street impresses him." PA Sat 9:30 B2

"Was going to join but will not do so because Ford Foundation and Bank of America get plugs for sponsoring programs." SM Sun 6:30 B2

TV repairman: "Nobody ever watches KQED, they're hung up on that word 'educational'." SF Sat 8:30 B7

"Likes Newsroom and Civilisation especially. Serves the general community but might be considered as 'effete' or 'snobbish'." OAK Sun 6:30 B4

"Best station in town." OAK Sat 8:30 B6

"Son watches when teachers make the suggestion. Marin Catholic student." MAR Fri 7"3- B1

"Listens to Channel 9 FM when it comes in. Would watch Channel 9 if she could get it." MAR Tue 6:30 B1

"Greatest weakness: economic base - the fact that it has to continually try so hard to support itself." SM Fri 7:30 B1

"Serves community at large if they have brains enough to watch it." PA Sat 8:30 B3

"Member: thought you would get more subscribers if you asked for less money." SF Wed 6:30 B9

"Likes no commercials." OAK Sun 7 B1

about KQED's politics ...

"Too many radicals for me." SF Thur 7:30 B6

"Cuban refugee (very nice) against communism - feels Channel 9 sponsors programs that are Communistic." PA Wed 9 B2

"KQED has gone downhill. Radicals and hippies. No good." SM Tue 7:30 B2

"Biased toward beards and radicals." SF Tue 7:30 B2

about Newsroom ...

"Newsroom: They make it clear that it is their opinion. I tell anyone ... it's the best." SF Tue 7:30 B6

"Watches Newsroom until she gets so god damned mad she turns it off for a day or two." SF Sun 7:30 B7

"Watches Newsroom occasionally, but finds he has to listen too closely." SF Fri 6 B9

"Newsroom best in town. KQED A-OK!!" OAK Sat 7 B1

"Thinks Newsroom is so far left he won't watch it any more." SF Tue 8:30 B5

"Never would watch any other news." OAK Thurs 9:30 B1

"From personal experience knew a man who was interviewed on Newsroom and was 'crucified' and if they treat all interviewees that way they aren't fair." Al-S Fri 6 B2

"Very upset about Newsroom interview on Timothy Leary; nearly dropped membership." SF Fri 6 B2

"Newsroom too long." PA Sat 9 B3

"Respondent was a subscriber but withdrew after an incident involving a KQED reporter at the university." PA Mon 7:30 B1

"Doesn't watch Newsroom because doesn't get it; says it's good." SF Mon 8 B7

"Newsroom is more biased than when it started." OAK Tue 7:30 B2

"Newsroom is interesting but so prejudiced (on items that I know about) that it has no credibility for me." SF Sat 7:30 B4

"Doesn't like Newsroom ideology." SF Fri 6 B9

"Didn't know of Newsroom until today." SF Wed 8 B3 *about children's programming ...*

"Very articulate 8th grade girl who loves KQED, especially 'Civilisation', comments that her 3 year old sister and 4 year old brother watch Sesame Street daily and Saturday and have really learned from it." SF Fri 7:30 B9

"Grandson visits and watches Sesame Street and Misterogers." A1-S Fri 9 B1

"Love Sesame St; it's 'overwhelming'; whole family just thinks Ch. 9 is great." SF Wed 8:30 B1 (Watching Channel 5 at 8:51 pm, watches KQED 2 hours/week.)

"Not too fond of Sesame St., - too noisy, too much excitement, commercializes too much. Loves Misterogers Neighborhood. Was glad to have chance to express opinion." SF Thur 8:30 B3

"Only watches 9 for news because her children watch programs on it." OAK Sun 7 B4

"Man said the household watched during the day when he was not at home and he had no idea of how long, or what channel 9 was all about." SF Fri 7:30 B6

"Weakness - Educational programs in middle of afternoon - most kids not home to watch them." OAK Wed 8:30 B4

"Likes educational programs for her young children - would like to see educational 'fun' programs for 10 year old group that is on 'Sesame Street' idea." A1-N Wed 8:30 B1

"Watches Sesame Street because she is a teacher." PA Mon 7 B2

"Oh! the Sesame channel." A1-S Tue 7 B1

about KQED programs ...

"Loves Civilisation program." MAR Thur 6:30 B1

"Civilisation - terrific!" OAK Sun 9:30 B7

"Just loves Wm. F. Buckley." OAK Tue 7 B7

"Especially enjoys Civilisation - wants more programs like that - also enjoys the Playhouse a great deal." PA Sun 7:30 B1

"Great series, Civilisation." SF Fri 6:30 B5

about young people and their culture ...

"Tone down the psychedelic bit, - the hippie stuff." SF Thur 7 B1

"Far out station." SM Fri 7 B2

"From Winterland - the Rock Festival! Learned to play recorder. Enjoys Channel 9 tremendously. Just couldn't say enough. All her friends watch Channel 9." A1-S Wed 7:30 B1

"Rock Festival - very good'" SF Thur 7 B2

"My brother watches; he's a hippie!" A1-N Thur 8 B1 *about minority programming ...*

Black family: "Enjoy 'Being Black' and other shows." PA Mon 9 B2

"Want a few more black programs." SF Mon 9 B3

"Turns off social welfare and negro problems." SF Wed 7:30 B5

"Black teenager would like to see more black artists and groups. The ones he's seen have really been great!" Al-N Sat 7:30 B2

"Too heavy on black issues. Appreciate not having commercials. Membership should be lower than $17." OAK Fri 8 B3

about promotion ...

Teacher: "KQED not effectively used or presented to the community as it should be. People unaware of the value of the station." Al-S Wed 9:30 B2

"Could you send me a sample copy of Focus?" SF Thurs 7:30 B9 (We did.)

"Needs better advertising." SM Mon 9 B4

"Likes programs she has seen. Wishes she knew more of what shows were on. Needs program guide listing of KQED programs. Feels publicity necessary to acquaint viewers with programs. Needs wider advertising in local paper listings." Al-N Wed 8:30 B1

about reception ...

"Loved KQED. Can't get it anymore. Moved to the Hill - no reception." SF Tue 8 B5

"Very disappointed because can't get it - bad reception, but she loved channel 9." SF Sat 9:30 B5

"Many things that I would like to watch but I can't get it." SF Tue 6:30 B6

"Poor reception - but would prefer 9." SF Mon 8 B4

"TV does not pick up KQED. She wishes it did." SF Wed 8 B4

"No reception - Oak Street - would really liked to have been able to see Civilisation." SF Sat 7 B5

about television in general ...

"Has 4 TV sets. Said it was unusual that none were on." Al-S Mon 6 B2

"Threw her TV out the window last February." SF Mon 8:30 B2

"Members of commune household: Television relegated to garage because of too much violence." PA Tue 6 B3

"Respondent doesn't have a TV, but insisted on continuing the discussion. He is an MD and only watches Channel 9 because he hates commercials." SF Wed 9 B4

"TV? 6 of them." SF Thur 6 B2

"After the news (evening), TV is just a bunch of garbage. This is not expressed in a hostile manner, but with a view toward better TV." SF Sat 6:30 B1

"Doesn't watch any news, unless it is before a movie." SF Fri 6 B3

"Programs all stink on all channels." OAK Fri 6 B6

"Not watching. Set just on." A1-S Thur 9 B2

about this survey ...

Interviewer: "Absolutely refused to answer any questions as several sales organizations had called his house today." A1-S Tue 7:30 B2

"Sounds like you're drumming up business for Channel 9." A1-S Thur 7:30 B1

"Go to hell." OAK Sat 6 B1

Interviewer comment: "She's been celebrating (I hope) - nothing sensible." SF Wed 7:30 B1

Interviewer's comment: "It takes up a lot of calling time when small children answer and go off to look for parents to come to phone." A1-S Fri 7:30 B2

"Sick in bed; had to get up to answer phone." SF Thurs 7 B4

Interviewer's comment: "I enjoyed doing this very much. The last 15 minutes (9:45 - 10 pm) people seemed surprised we were calling so late. Some were unhappy! Hope I can help again." A1-N Mon 9:30 B2

Interviewer reports: 474-5918 9:19 "BAR - And I wish I was there." SF Mon 9:30 B2

part III.

survey methodology

Part III. Survey Methodology

INTRODUCTION

Purposes of this Part

This part of this report, dealing with survey methodology, contains a complete description of the manner in which the survey was conducted. For persons familiar with survey research, much of the material will not be new; for others, this section should explain the reasons for our approach.

At the risk of providing too much detail, we have included extra information for persons who may wish to consider carrying out similar studies.

This discussion should also serve to indicate the scope of the project and to point out the recognized weaknesses in the study. All forms of survey research have problems; the important thing is to recognize the problems at the outset, to attempt to minimize their influence during implementation, and to bear them in mind when interpreting the results.

We have included our observations of the problems and special techniques required when working with volunteer interviewers.

Setting of the Survey

As explained in Part I, the survey was conducted not only to gather "ratings" information, but also to explore other areas in which KQED was anxious to determine the attitudes of the community. The size of the sample and the overall scope of the project, however, were determined by the requirements for the ratings information.

There are no continuing rating systems for public broadcasting along the lines of the well-known Nielsen Service: no television interviewers calling up a list of numbers every quarter hour to inquire about public broadcasting, no regularly kept diaries, and no recording devices placed on receiving sets. Public television has no advertisers to pay the costs of collecting audience figures regularly. Commercial network stations can be studied using a random sample of only a few thousand households which will give a reliable figure for the audience for any given program. However, in studying public television audiences, one is faced with the problem that bedevils students of minority behavior not of a public nature--finding the minority.

This is far from the first study of the viewing of public television in the United States, and we have been able to refer to the work of others for guidance in design, and for results with which to compare our own. Complete references to these studies are given in Part IV. Among the applicable studies are the following:

The People Look at Educational Television, by Wilbur Schramm, Jack Lyle, and Ithiel de Sola Pool (1963),[1]
The Audiences of Educational Television - A Report to NET, by Wilbur Schramm (1967),[2] and

The Viewing of Public Television -- 1970, by Louis Harris & Associates, Inc. (1970).[3]

In addition, audience estimates were available to us from reports such as those compiled by the American Research Bureau (ARB).[4] Studies made from public television, such as those conducted by ARB have been especially useful in indicating overall audience size. However, when one considers the size of the sample, it becomes clear that these figures are useful chiefly in assessing a station's average audience. Although it is possible to use this same data to extract figures for audience sizes on a day-by-day time-period basis, the confidence which can be placed in these individual figures is not particularly great. Therefore, public broadcasting stations have historically been forced to conduct research of their own to develop reliable audience figures for audiences of specific programs. This study follows that tradition: it was our objective to obtain information about the size of KQED's audience in half-hour intervals for a complete week, using a sufficiently large sample for each half hour to ensure reasonable confidence in the results.

In this case, the problem of the cost of survey research was considered in light of the fact that KQED has a relatively large group of community volunteers, many of whom are active in the support of KQED's annual Auction. Through discussions with the Volunteer Activities staff, it was determined that it would be possible to call on the volunteers to place the telephone calls required for the survey. The overall costs of the study were therefore only a fraction of the costs of conducting this type of research through a commercial survey research organization.

DESIGN

Design Options

In picking a research procedure, the choice depends on the nature of the information required, the size of the sample required, the time available, and the amount available to meet the survey costs. Common survey techniques include: interview schedules, open-ended question interviews, telephone interviews, mail questionnaires and, especially in broadcasting, personal diaries, home diaries, and automatic recording equipment.

Interview schedules, where the questions to be asked are formulated in advance in a schedule or a "script" which the interviewer is trained to follow exactly, are an appropriate technique for obtaining a large amount of specific information from the respondent. The interview approach makes it possible to spend a considerable period of time with the respondent. Because in-home interviewing is a time consuming process requiring travel, this approach is not suited to measuring behavior on a wide scale at a given instant. Interviewing is the most expensive survey technique. Commercial research organizations commonly charge from $10 to $50 per household interviewed, depending on the complexity and extent of the interview.

An example of the home interview technique is studying public broadcasting audiences, as reported in *The People Look at*

> *Educational Television*, is a series of 511 home interviews in communities served by station WGBH in Boston. The homes were selected by telephone screening interviews with 9,140 households. The interview allowed the researchers to answer questions about the composition of the WGBH audience, program choices, attitudes towards WGBH and commercial TV, leisure time patterns, and the potential audience for public broadcasting. [5]

The focused or open-ended question interview, where there is no script, is useful for exploring new areas--for giving respondents the freedom to "brainstorm" and suggest factors which might not have occurred to the researcher. Since there is no predetermined schedule, the interviewer does not force the respondent to think along the same lines as the researcher. The open-ended question interview like the interview schedule, is an expensive technique, and requires skillful guidance and recording of the conversation.

> This approach, used in *Newsroom - An Audience Evaluation*, was useful in gathering a general picture of the audience reaction to the program. The interviews indicated that many in the audience felt as though they knew the reporters. "You get to know these people and that's kind of personal. It's like people sitting around, you know, kind of talking about the news." [6]

Mail questionnaires are usually effective only for subjects with a considerable amount of education. Few persons have the patience or motivation to write as fully as they might speak. When questionnaires are mailed to a random sample of the population, the return or response rate is normally low, varying from about 10 to 50 percent. It is not possible to assume that those who do return questionnaires are identical in their tastes, opinions, and habits to those who do not. Hence, it is not possible to generalize to the population at large. People who do return questionnaires are usually the less mobile (more likely to receive the questionnaire), the more interested, the more literate, and the more partisan section of the population. It is difficult to check the information from mail questionnaires, and although there are means of securing larger returns and reducing deficiencies (follow-up questionnaires, enclosing money, interviewing a random sample of non-respondents), these methods are expensive, time-consuming, and often ineffective. Although the mail questionnaire is inexpensive, its limitations have prevented wide-spread use in the study of broadcast audiences.

Telephone surveys have as their chief advantages speed and low cost--in some cases, even lower than mail questionnaires. However, when the interviewer is unknown to the respondent, telephone surveys are limited by possible non-response, uncooperativeness, and by reluctance to answer many questions or more than simple, superficial ones. A telephone interview is particularly useful in obtaining information about what an individual or family is doing at the time of the call. Usually, telephone interviewing has to be brief to obtain the cooperation of the respondent.

Telephone surveys cannot reach those persons who do not have telephones or are hard to reach by telephone. Commercial survey research organizations may charge between $2 and $5 per call, depending on the type of survey.

> The telephone interview has been used extensively in studying the audiences for public television. Several such studies are reported in *The People Look at Educational Television*(1963)[1] and *The Audiences of Educational Television* (1967).[2]

Personal diaries are often used in commercial broadcast rating surveys. In some cases, the diary is a pocket-size booklet easily carried by the respondent. This type of survey is particularly useful in determining radio listening patterns. Strategies for the placement and pick-up of the diaries vary, using both mail and personal contact approaches. In some cases, rewards are offered for completion. Depending on placement and pick-up, the cost of diary surveys can be relatively high.

Household diaries are a more common form of survey for television viewing. The ARB approach, for instance, is that interviewers contact selected sample households by telephone to place diaries. Diaries are then mailed directly to the households from ARB headquarters. Cash incentives are included with diaries in certain areas to stimulate cooperation. Interviewers contact each household the day before the survey to make sure the diary has been received and to assist the household in understanding the diary's purpose and how to keep it. The interviewer calls several days later to make sure that no difficulties have developed, to remind the households to return the diaries, and to thank them for cooperating in the survey. The household diary is useful in reflecting viewing patterns of the whole family, although there is always the problem of how fully and accurately it is filled out. Again, depending upon the placement and pick-up, the cost can be relatively high.

Automatic recording equipment can be installed on receiving sets to record time and channel information directly. This technique assures the accuracy of the information obtained, but is expensive and practical only where the equipment will be used over a relatively long period of time.

Survey Design

The "Telephone Coincidental" Approach

When this study was conceived, KQED had essentially no funds to support a large survey, although the need was felt to be quite acute. This led to consideration of telephone interviewing techniques. The particular type of telephone interviewing known as "telephone coincidental" surveying is a practical approach to determining of the audience sizes for specific programs. In the "coincidental" survey, telephone calls are placed during the actual time when a program is being aired and respondents are asked questions to determine the viewing audience of the program being broadcast at that time. The information desired is essentially factual, and the disadvantage of not interviewing the respondent in a face-to-face situation is not so great as when attempting to determine attitudes. This type of survey produces reliable information because the interviewer is asking about the here and now--not what happened yesterday, or earlier in the evening. Telephone interviewing is not particularly suited for extended questioning, but in this case, very little time is required to obtain the essential information: Is the family at home? Does the household have a television set? Is it on? If so, to what channel is it tuned? Because this question sequence is short, it was possible to include supplementary questions.

The telephone coincidental approach was particularly attractive because of the availability of volunteer telephone interviewers. Since each interview was relatively short and the interviewer's activity would consist of the repetition of the same basic question sequence, there would be no special problem in training volunteers to handle this relatively straight-forward approach. Each volunteer would not be required to travel extensively to make house calls. The telephone interviewing could be planned for central locations or for the volunteer's own home. It was decided that wherever possible the calls should be placed from a centralized location to provide for supervision and checking.

Selection of the Survey Hours

Naturally, we would have liked to survey the complete broadcast day for each day in the survey week. The practical problem of obtaining volunteer support for such a volume of calls dictated that a shorter time period be selected. The decision was to survey from 6 pm until 10 pm each day. The period from 7 pm until 10 pm is normal "prime time" in television; in KQED's case the period from 6 pm until 7 pm is often used for special local programming. The interval of measurement used was one-half hour, so that for each day there were 8 separate ratings figures, for the complete week--56.

Selection of the Survey Week

In conducting telephone coincidental surveys to determine the activities of a population sample during a normal week, it is necessary to select a week during which there are expected to be no special public events or unusual occurrences which may distort the behavioral patterns of the population. The week chosen for the survey was dictated by necessity. When the initial discussions took place on October 20, considering the time required to develop the survey materials and training the volunteers, there was only one week available for a survey of a "normal" week during the Fall broadcast season. We had to avoid Veterans Day on November 11, Thanksgiving Day on November 26, and special activities connected with the Berkeley-Stanford "Big Game" weekend, November 20-22. We were also forced to avoid December when special Christmas social activities begin. The survey week selected was the seven-day period from Thursday, November 12 through Wednesday, November 18.

Supplementary Questions

In addition to ratings questions, we wished to include questions about the type of people watching television, especially those watching KQED, about KQED viewing patterns, and about attitudes toward the station. Such questions were included in the study, but in order to make each interview as short as possible, these questions were divided into eight groups so that each question was asked in approximately one-eighth of the calls. This number of occurrences provided enough responses for each question; in most cases, asking the questions more frequently would not have significantly improved the reliability. In order to minimize confusion, separate "scripts" were prepared for the interviewers for each of the eight different combinations of basic and supplementary questions.

Each of the sets of questions was used during one half-hour measurement interval each evening. The areas covered by the questions in each script are outlined in Table III-1 on the next page.

Questions to be asked only of respondents whose television sets were tuned to KQED at the time of the call were included in more than one script so that the response rate would be sufficiently high to provide usable data. The eight different sets of questions or "scripts" were assigned to the time periods using a table of random numbers. The actual assignment by script number for each half-hour period is given in Table III-2 below.

Table III-2. "Script" Assignment by Time Period*

Time (pm)	Sun Nov 15	Mon Nov 16	Tue Nov 17	Wed Nov 18	Thur Nov 12	Fri Nov 13	Sat Nov 14
6-6:30	6	2	1	1	1	4	1
6:30-7	7	5	3	3	7	1	3
7-7:30	4	6	7	6	5	6	6
7:30-8	3	8	4	5	3	8	2
8-8:30	1	4	2	4	6	3	8
8:30-9	8	1	6	8	8	2	7
9-9:30	2	7	5	2	2	7	4
9:30-10	5	3	8	7	4	5	5

* Numbers shown correspond to Script numbers

Problems with Telephone Survey Responses

There are several areas in which response bias is possible in telephone interviewing. The most obvious problem is caused by interviewers who "lead" respondents to a particular answer. (An exaggerated example would be: "You watch KQED a lot, don't you?") To a great extent, this can be controlled by a word-by-word script. However, over and above the use of scripts, it is necessary to impress upon every interviewer the need to refrain from suggesting answers--either directly, or by re-wording questions, or through voice inflection. This was covered in detail in the training sessions, and in the Survey Instructions booklet given to the interviewers. Since most calls were placed from centralized locations with supervisors, it was possible to monitor the interviewers.

Table III-1. Question Distribution by "Script"

Script	Question
All Scripts (common)	Television in home ? Television on ? Channel being viewed ?
Script # 1	Age categories of all members of household Age categories of those viewing television
Script # 2	Education category of head of household *Frequency of KQED viewing Check question: What program remembered ? *Frequency of KQED viewing after 10 pm
Script # 3	If viewing KQED: Education category of head of household *Frequency of KQED viewing + check question *Frequency of KQED viewing after 10 pm KQED member ?
Script # 4	Local news program usually viewed If household ever views Newsroom: Rating of Newsroom in terms of usefulness, accuracy, fairness
Script # 5	*Frequency of KQED viewing + check question Program information (promotion) sources KQED program viewed most frequently
Script # 6	*If viewing KQED: Age categories for household + viewers Age category of most frequent KQED viewer KQED viewing time for that household member
Script # 7	*If viewing KQED: Age categories for household + viewers Does KQED serve the community at large or does it cater to a specialized audience ? If specialized: What audience ?
Script # 8	*If viewing KQED: Age categories for household + viewers KQED viewing time for household KQED's greatest strength + weakness ?

* indicates questions included on more than one Script

Another bias problem peculiar to surveys for public or educational television is a "halo" effect which sets in if the respondent learns why the survey is being conducted. Because of the connection made with education, and because education is regarded as "good thing", a respondent who watches public television very seldomly may feel that he should watch more than he does. And he may temper his responses about his actual viewing patterns with a component of what he supposes his viewing patterns should be. If a respondent believes that the survey is being conducted by the public broadcast organization itself, there is a tendency not to "break the heart" of the organization by admitting low levels of viewership. In this study the identification of the survey organization was handled through the use of the name "Bay Area Television Association", which is close to the actual name of the organization which operates KQED--the Bay Area *Educational* Television Association. The word "Educational" was deliberately left out to prevent the halo association with education in general. In instances where respondents indicated that they knew from the name given that there was an association with KQED, interviewers were instructed to note this fact on their data sheet and stop the interview. The data gathered from these interviews was not included in the results analyzed.

An examination of any of the scripts will show that the "cover" of the interviewer is lost at the point where questions specifically dealing with KQED are asked. The scripts were set up so that as much information as possible was gathered before the link with KQED was disclosed.

"Script" Wording

The use of standard "scripts" provides for uniformity of approach. It also carries a responsibility to ensure that the scripts do not themselves introduce a consistent bias. It is essential that the questions can be understood, that they do not contain unstated assumptions or unseen implications, that they adequately express all alternatives of response, and that they will produce the information requested. The techniques for developing "neutral" questions will not be discussed in detail here: there are several good reference works on this matter.[7]

The scripts used are reproduced in Part IV. The following notes indicate our thinking in developing the questions.

Common Questions (Section B on each Script)

- "My name is _______." Interviewers were given the option of identifying themselves. Some feel strongly about this, and we felt that the responses would not be biased by this option. The refusal rate may be slightly higher where a personal name is not used.
- "... the Bay Area Television Association." This survey organization name was discussed under "Problems with Telephone Survey Responses."
- "This is the organization that supports public television..." We were torn between preserving anonymity and completing as many interviews as possible. We decided to allow interviewers to use the phrase "public television" *if necessary*, to monitor the San Francisco calling center, and to take the frequency of this disclosure into account when analyzing the data. Cases where interviewers disclosed that "Bay Area Television operates channel 9, KQED" were excluded from the analysis.
- "... and would like to ask a few questions, if that's all right." This request for the cooperation is heavily and knowingly biased to elicit a positive response.
- "Do you have a television set?" Questions about viewing behavior are factual and straightforward.

- "Would you be kind enough to go and look ..." Courtesy on the part of the interviewer was stressed throughout, especially since the organization sponsoring the survey was indirectly revealed later in the interview.
- "Fine. That's all. Thank you ..." Again, we stressed that interviews were in effect "KQED ambassadors" and should exercise courtesy towards respondents.

Script # 1

- Age categories: factual information. There is a known overlap of "elementary school children," "teenagers," and "young adults. 18 - 25," but we felt it would not present serious problems in interpreting the data, and that this was the simplest form in which to present the questions.

Script # 2

- "... how far the head of the household went in school." Past surveys of the audiences of public television indicated them to be old, well educated, and economically advantaged. We wanted information about socio-economic status, but were working with telephone interviewing which does not lend itself to extended questioning about occupation or income. Much information had been collected in earlier studies and the general correspondence between education and other socio-economic factors was relatively well known. Education was chosen as the question subject because we felt it was the factor respondents would be most willing to disclose in a telephone interview.
- "How often would you say that someone in this household watches KQED, channel 9, the public television station?" Questions which betrayed a specific interest in the viewing of KQED were asked last. When the subject of KQED was raised for the first time, the identification was made in three ways ("KQED, channel 9, the public television station") to ensure that the respondent understood the reference.
- "Can you remember the name of a program..." Our approach to dealing with the "halo" problem in attitudes toward educational or public broadcasting was to check that respondents who reported viewing KQED "almost every day" or "once or twice a week" could remember what KQED program they had seen. The reason for this check was made clear to the interviewers and they were instructed to report whether they *believed* they had received an honest answer. After checking this response, we did not feel it necessary to repeat with viewing after 10 pm.

Script # 3

- "Are you ... a KQED member?" This is a factual question. We emphasized to the interviewers that they were not to solicit memberships.

Script # 4

- "What local news program do you usually watch?" "Do you ever watch Newsroom?" These questions ask for facts required to analyze attitudes toward Newsroom. In this script and others asking specifically about KQED, questions about the station were not asked of respondents who reported never viewing KQED.

- Attitudes toward Newsroom: This was not intended to be an exhaustive study of Newsroom, but we were interested in updating the information which was available and checking our findings against a complete study of the program which has been done in 1969.[8] The questions in this section were the most difficult to prepare: we wanted to get a reliable indication of public attitudes, but we were operating in the midst of a public debate about "bias" in television news reporting, a debate in which charges of bias were coming directly from the Vice President of the United States. To ask if there was bias in Newsroom would have been useless, and we avoided the word entirely. At the suggestion of KQED, we asked questions about Newroom "compared to other local news programs" in order to mask out the fact that the public seemed to consider all media to be biased to some extent.

  The fact that Newsroom reporters frequently offer their opinions about items in the news does not mean that the program suffers as a result. (Our personal feeling is that the reverse is true.) In framing the questions, we considered the situation with *Time* magazine: people felt that *Time* reports the news from a definite point of view, sometimes stated, sometimes not. Nevertheless, *Time* is quite useful as just such a source of fact and opinion. We took this line in the first question about Newsroom: "Compared to other local news programs, how would you rate Newsroom *in terms of providing information that is useful and interesting to you?* Would you say that it is more useful, as useful or less useful than other local news programs?"

- "How *accurate* do you think Newsroom is?" "Finally, we'd like to know how *fair* you think Newsroom is." We wanted to find out if people felt Newsroom presented the facts correctly quite apart from offering opinion. And we wanted to measure reaction to the treatment of the news, taking into account the opinion content. The questions were sequenced in the "usefulness," "accuracy," "fairness" order in order to prevent emotional responses about fairness from interfering with the measure of the program's usefulness. Again we asked for ratings of "more---," "as---," or "less--- than other local news programs." In the last question, we used "finally" to keep the respondents for just one more question.

Script # 5

- Factual questions: "From what source do you get most of your information about programs which are going to be shown on channel 9?" "What program on channel 9 would you say your household watches most often?" In the case of the last question, we followed up to find programs other than Newsroom or Sesame Street.

Script # 6

- Again, factual question: By age category, who watches channel 9 most? How many hours per day for that person?

Script # 7

- Station Image: We wanted to discover whether the station was regarded as programming solely for the well educated, for Blacks, or for other minority groups. Is KQED truly a "public" broadcasting station? The question: "Would you say that channel 9 serves the community at large, or does it cater to a specialized audience?" If not for the community at large, "What would you say that specialized audience is?"

Script # 8

- Factual question: "How many hours per day is anyone in your household watching channel 9?"
- Continuation of Station Image question: We wanted to provide a question about the public attitude toward the station which would not force the respondents to rate the station along lines we suggested. The questions: "What would you say is KQED's greatest strength?" "...greatest weakness?"

Telephone Procedure

The telephone procedure resembled that of earlier studies of public television audiences. The telephone interviewers called a series of telephone numbers during specified time intervals. Their instructions were to call back once more where possible if there was no answer at a given number, and twice more if the number were busy. Where there was an answer, the interviewer talked to the first adult who came to the telephone.

The interviewers were required to transcribe the telephone numbers onto the Data Sheets from the Sample sheets. Instructions for reporting the information and dealing with special circumstances was provided on the Scripts and in the Survey Instruction. The "What to do..." section Survey Instructions explained the standard procedure. The "What to do if ..." section dealt with special situations.

A "Survey Clearinghouse" telephone number was established at KQED so that supervisors or interviewers working in their own homes could call to ask for assistance. (There were one or two calls, the first two nights only.)

Area Better Business Bureaus and Police Departments were notified that a legitimate survey was being conducted. Television writers for local newspapers were also advised and requested not to mention the study before or during the survey week.

Sampling Design

Representative Samples

In probably no other area is the use of sampling the subject of more wide-spread public debate than in the determination of the size of television audiences. It is not our purpose to review here the theoretical basis for sampling procedures. Persons not particularly familiar with this area, but who have an interest in the basis for sampling, can find further information in works such as: Snedecar and Cochran, *Statistical Methods.*[9]

Probability sampling, the approach used here, makes possible representative sampling plans. The technique used to develop the sample for this study is known as *systematic sampling*. Certain precautions are necessary in using systematic sampling procedures. Discussions of these precautions are given in works such as: Sellitz et al., *Research Methods in Social Relations.*[10] If the population contains a periodic variation, and if the interval between successive units in the systematic sample happens to coincide with that variation, one may obtain a biased sample. It is not considered that the listing of telephone numbers in an alphabetically arranged directory contains these types of variations.

Sample Size

The determination of the sampling rate, the proportion of the population to be included in the sample, presents particular problems in studying the audiences which are normally small.

Taking the case of a simple random sample, the sample size required at the 95% confidence level:

$$n = \frac{4\ p\ q}{L^2}$$

where n is the sample size
p is the percentage of the population in the category of interest (KQED viewers),
q is the percentage of the population in the other category (all households not viewing KQED), and
L is the percentage of allowable error.[12]

Working at the 95% confidence level means that there is a 5% chance that the error will exceed L, the allowable error percentage. The determination of sample size using such a formula requires an advance estimate of p - in this case, the KQED audience rating. If p is likely to lie between 35 and 65% the advance estimate can be quite rough, since the product pq varies little for p lying between these limits. However, if p is near zero or 100%, the accurate determination of n, the sample size, requires a close guess about the value of p.

An estimate of the sample size for this study was obtained using the following values:

p - KQED audience rating, % of all households	1%
q - all other households	99%
L - allowable error percentage	1%

Calculation:

$$n = \frac{4 \times 1 \times 99}{(1)^2} \approx \frac{400}{1} \approx 400$$

This approach indicates a sample of 400 telephone calls for each half hour period. The total number of calls required for the 56 half hours in the 7 day survey period, then, was 23,400.

Problems with Telephone Survey Samples

Representative Samples

The first concern in conducting a telephone survey is in establishing the extent to which it will be possible to generalize from the sample reached to the population at large. If one were conducting a survey on attitudes towards regulation of theaters, it would not be valid to generalize from information from a telephone survey conducted during the evening because many who did not answer might be at a theater, and might not share the views of those at home. However, in dealing with patterns of television viewing, the fact that a given household does not answer does provide a data point: no one in the household is at home, and consequently that no one is watching television. Not everyone has a telephone and not all telephones are listed in the available directories. In a survey of this nature, it would be an expensive and time-consuming task to conduct side studies to compensate for this. Generalizations about the population at large in this study are based on an assumption that those with no telephone or no directory listing have essentially the same television viewing habits as those persons listed in the directories (or at least that the differences, if any, are negligible).

Refusals and Non-completions

Increasingly, it is not uncommon to find high refusal rates for telephone surveys. This is due in part to the large number of surveys being conducted, in part to the fact that the public has gotten over the novelty of surveys, and, unfortunately, in part to the fact that the cover of a so-called "survey" is being used for business solicitation by telephone. In addition, there are persons who simply do not wish to be disturbed. Telephone interviewing must not extend past the time when a significant portion of the population has gone to bed.

Use of the English language can also present problems. The population of San Francisco contains large Spanish-speaking and Chinese-speaking communities. No provision was made in this study for Spanish or Chinese speaking interviewers to call those households which could not be interviewed in English.

Particularly in high areas of personal mobility, many listings may have changed since the publication of the directory. It is always essential to work with the most recent directory. In order to ensure that persons "on-the-move" would not be under-sampled, our procedure was to place calls to new local numbers whenever telephone company "intercept" operators provided changed numbers. No long distance calls were placed for this purpose.

There are practical problems in conducting telephone surveys where the study extends over a geographical area serviced by a large number of different telephone exchanges. The sample here was drawn from telephone directories for San Francisco, Oakland, Marin County, Palo Alto, San Mateo County, and Alameda County. In outlying counties, the area samples did not include all areas in the directories. In several cases, parts of communities were listed in two directories. South San Francisco, for example, is completely listed in the San Mateo County directory and partially listed in San Francisco. To prevent over-sampling areas listed in more than one directory, those listings were excluded from sampling in all but one directory. Because the directories contained listings for both local and message unit or long distance calling, it was necessary to consider the calling locations of the interviewers and exclude numbers outside the local calling range. It was also necessary to exclude commercial listings. Because of the complexity of the overlap between directories, communities outside the sample area, and the local calling patterns, it was necessary to prepare the sample by hand.

Drawing the Sample

The approach taken was to mark the numbers to be included in the sample by hand using a "high-lighter" marker on actual telephone book pages. The bindings were guillotined from the telephone books and the pages distributed systematically into the 56 half-hour periods in each survey calling area.

The actual drawing was done using a cardboard cut-out template placed over the telephone book pages. The template was designed to systematically sample all pages of the directory at the sampling rate for that calling area. The positions of the cut-outs in each of the templates was determined using a table of random numbers. Persons marking the sample were instructed to mark the first number down from the top of the cut-out area, skipping past business numbers, and depending on the calling area, excluding numbers being included in the sample from other directories, numbers for communities outside the survey area, and numbers requiring message unit or long distance calls.

Our estimate was that 28 persons would be required during each half hour period to complete the 400 calls in the sample. These callers were distributed by geographical area as shown in Table III - 3.

Table III-3. Interviewer Distribution by Calling Area

Area Code	Telephone Directory	# Interviewers (# Blocks)	Calling Location
SF	San Francisco	9	KQED, 1011 Bryant St
OAK	Oakland	7	Claremont Hotel, Berkeley
MAR	Marin	1	volunteers' homes
PA	Palo Alto	3	Stanford University
SM	San Mateo	4	College of San Mateo
Al-N	Alameda	2	volunteers' homes
Al-S	Alameda	2	volunteers' homes

Sampling rates were established using available census figures for communities in each calling area. Due to exclusion of certain communities outside the survey areas and overlap of listings the sample rates varied from directory to directory.

The sample of numbers for each half hour period in each calling area was divided according to the number of persons placing calls. These divisions were referred to as "Blocks". In San Francisco, for instance, nine telephone interviewers were required and sample for each half hour was divided into blocks numbered 1 through 9.

Materials Design

Reproduction Techniques

The various materials used to conduct this survey have been reproduced for reference in Part IV of this report. Because of budget and time limitations, the materials were prepared for reproduction by the Institute for Communication Research. We made extensive use of photo-offset printing - a process which can work well from "cut-and-paste" originals, and which has the advantages of being both inexpensive and fast when working from "camera ready" originals. A few materials were mimeographed.

Notes About Materials

Letter to Volunteers: A two-page description of the purpose and design of the study and a covering letter from KQED were prepared for use by area supervisors. The letters were given to the supervisors to send to persons they had contacted by telephone to further explain the details of the survey and reinforce the volunteers in their commitment to the project.

Training Sessions "Flip Charts": The training sessions used "flip charts" similar to those used for industrial sales presentations. The charts were used for a fast review of the purposes of the training session, for emphasizing the importance of not biasing the survey, and for explaining details of actually placing calls and recording data.

Survey Instructions: A booklet of survey instructions was prepared for the interviewers. It contained background information about the survey, stressed the necessity of preventing bias, and a description of the role of the telephone interviewers. Also included were specific instructions for the survey, and procedures to be followed in special situations.

Telephone Reference Sheet: To provide interviewers with a reference for translating call letters into channel numbers, and to provide standard abbreviations, a telephone reference card was prepared on light cardboard.

KQED Survey Sample: To provide volunteers with training materials to approximate what they would encounter in actual survey calls, a sheet resembling a survey sample packet was produced. It consisted of the standard Day, Time, Area, and Block number Label together with a single telephone book sheet showing how the numbers to be called would be indicated.

Scripts: A separate Script was produced for each of the 8 combinations of common and supplementary questions. These combined all questions for half-hour onto a single 8 1/2" x 14" sheet. A copy of the appropriate script was reproduced for each of the 28 sample blocks in each of the 56 half-hour time periods. Each copy was used only once; interviewers were instructed to enter identifications on the scripts and return them with the other materials for tabulation. Instructions to interviewers were entered on scripts in italics, actual words to be spoken in bold face. Instructions for coding some responses were included on the scripts.

Data Sheets: For each of the 8 scripts there was a unique data sheet marked "for use only with" a given script. Script to Data Sheet correspondences were indicated by both column names (e.g. - "Channel") and numbers (e.g. - "B3"). Like the scripts, the data sheets carried identification blocks.

Comment Sheets: Space was not provided on data sheets for recording extensive comments. Interviewers were provided with Comment Sheets and instructed to use it to record brief comments interviewers felt were important. Interviewers were instructed to record the telephone number of the respondent and, as briefly as possible, the text of the comment.

Thank you Letters: Two letters were sent to the volunteer telephone interviewers following the survey: one shortly after the survey thanking them, and one later reporting the results of the survey.

Support Materials:

Supervisor's Log and Volunteer Caller's Schedule: These two sets of schedule blanks were mimeographed for supervisors recruiting volunteers.

Hand Tabulation and Preliminary Results Sheets: These tabulation sheets were prepared for the quick tabulation of ratings at completion of the survey. Under normal circumstances, this hand tabulation would be bypassed.

Coding Sheets: Few, if any, of the telephone interviewers were experienced in the coding for keypunching, and although that approach was considered, it was decided that it would not be possible to keypunch from the forms filled out by the interviewers. Information for computer analysis was transcribed from the Data Sheets to Coding Sheets for keypunching. In order to speed keypunching, the coding sheets allowed two and in some cases three respondents per punched card. The sheets were designed for economical keypunching. Card column numbers are indicated below the field identifications. Most of the information was located in the left-most fields. The sheets were designed to permit skipping to the beginning of the second or third interview on each card using a "drum card" in the keypunch. The location of the drum card stops is indicated on the coding sheets by small solid squares in each data line. The coding sheets were printed in green to improve the readability of the data.

Assembly of Materials

The telephone book pages in each block in each half hour were stapled to an identifying Label marked in advance with the Area, Day, Time and Block number. The script number to be used in that time period was written on the label for reference in assembling the materials. The materials for each half hour for each block were paper-clipped together. The packages consisted of:

- the telephone book sample
- the script
- Data Sheets corresponding to the script (2 copies)
- a Comments Sheet.

Interviewers were requested to return all of the materials paper-clipped together for tabulation. In the areas where calls were placed from the interviewers' homes, the materials were distributed at the training sessions and mailed back to KQED. In the other areas, all materials were kept at the central locations.

Interviewer Training

Volunteer Organization

Finding volunteers to conduct the interviews was simplified by the existence of the volunteer organization supporting KQED and its Television

Auction. From the outset we were able to entrust the problem of obtaining volunteers to the Volunteer Activities staff which could work from existing lists of persons who had supported volunteer projects in the past or had shown an interest in doing so. The actual recruiting of volunteers was handled by supervisors in each calling area who had available to them potential volunteer lists. Supervisors took on responsibility for ensuring that all calling positions were filled for each time period, for checking that volunteers would be present as scheduled, and for arranging replacements where necessary. In many cases - too many - the supervisors also manned telephones themselves, filling in when scheduled volunteers were not present, and taking on time periods for which they could find no volunteers.

Training Sessions

Interviewer training sessions were held for supervisors and then in five locations corresponding to calling areas. Area supervisors determined the most convenient time for training sessions: in most cases meetings took place at 8 pm. Training sessions were conducted jointly by the Volunteer Activities staff and Stanford, with the exception of one session conducted entirely by the staff. The duration of the sessions was approximately one hour. The format was simple. Sessions began with an introduction by a KQED representative, followed by a brief review of the purpose of the study and an overall view of the design.

Most of the time in the training sessions was devoted to explaining the use of the survey materials, and to procedures for data recording and handling busy signals, no answers, refusals, multiple television sets, materials problems, and so on. Blown-up reproduction of the call recording (left side) and data recording (right side) portions of the Data Sheets were included in the flip chart presentation and were used to explain the procedures and to work through examples. The examples were those given in the Survey Instructions booklet so that home review was possible. Questions were encouraged throughout the sessions. There were repeated warnings about preventing bias. Interviewers were asked to be certain to read the Survey Instructions and work through the examples at least once at home, preferably right after the training session and again just before reporting to make their first calls. Each session concluded with a few words from a KQED representative.

EXECUTION

Survey Schedule

Scheduling the survey for November 12 through 18 allowed only three weeks and one day to mount the survey. Everyone involved would have preferred a longer period of time in which to prepare for the study. Although developing and printing the survey materials presented some problems, we were able to meet the deadline; recruiting volunteers for each of the time periods was, however, a significant problem on such short notice. The schedule for the survey project is shown in Table III-4. It should be

Table III-4. Survey Schedule

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Oct 18	19	20 Decision to proceed	21	22	23	24
			Sampling Design /			
25	26	27	28	29	30	31
Question Design / Materials Preparation				Sample Selection		
Nov 1	2	3	4 Supervisr Training	5 Training Oak 8pm PA 8pm	6 All Scripts finalized	7 Prep. of Scripts & Data Shts
Questions / Materials						
8 Prep. for printing on Mon	9 Training Mar 2pm SF 8pm	10 Training Alameda 8pm	11 Vet. Day Last possible training	12	13	14
	Materials Assembly			SURVEY		
15	16	17	18	19	20	21
SURVEY						

emphasized that the effort required to maintain the schedule was considerable, and as a note to persons who may be contemplating a study of this type, we should point out that we *do not recommend* this type of schedule. It was necessary in order to meet the deadline to overlap certain functions: the instruction booklet and one of the scripts were prepared early in order to permit training sessions to begin, although the actual scripts were not finalized until a few days before the survey began. We were able to meet the schedule for printed materials by preparing "camera ready" copy for photo-offset printing, a process which is quite inexpensive in addition to providing extremely fast turn-around from the printer.

ANALYSIS

Preliminary Tabulation

In this study a preliminary count of the ratings data was made by hand immediately following the survey to provide information to KQED for making program decisions in early December. Under normal circumstances this step would not be required if it were intended that the data be analyzed using a machine system later. Because of the number of supplementary questions and their distribution throughout the calling periods, hand tabulation could only be carried out for the coincidental viewing information. This tabulation was done using Tabulation sheets which are described in the Materials Design Section. Sample sheets are reproduced in Part IV.

Materials Handling

The first step in dealing with the data turned in by the interviewers was to break up the packages and insure that the information blocks on the Scripts, Data Sheets and Comments Sheets were filled in. In the many cases where part of this information was missing, clerical workers transcribed the available identification to each of the sheets. The separated Scripts, Data Sheets, and Survey Sample pages were sequenced by day and time within area for retention.

Tabulation

Coding

In order to analyze the data using a computer system, the information from the Data Sheets was transcribed to a form readable by machine, in this case - punched cards. It was not possible to instruct interviewers to record information directly for keypunching.

The information was recoded from the Data Sheets to keypunch Coding Sheets by three coders. All of the information including the telephone numbers of the respondents was transferred to the Coding Sheets. Although information such as the telephone number and channel being watched was transferred without change, in many cases the coders reformated the data.

Many of the responses were written answers to questions such as "What is your favorite program?" and "What do you think is KQED's greatest strength? These responses were assigned numeric codes by the researcher working together with the chief coder. The coding categories were not predetermined: as new responses which had not been assigned codes were encountered, additional coding categories were established. The comments recorded on the Comments Sheet were similarly assigned numeric codes.

At the same time, the Data Sheets were edited and additional Comments codes were entered for special situation reported by the interviewers (such as the inability to complete an interview because of a language problem). All of the written information and comments coding was completed before the transfer of information to the coding sheets began.

The coding sheets were designed to provide identification of each punched card by script number, calling area, day, and time. In all cases, provision was made for three two-digit Comments codes. In some cases, columns were used for more than one purpose. For instance, the fact that a household's television was not turned on was recorded as an unused channel number (01) in the channel field. Codes were established to indicate that the respondent had refused to answer a question or had no opinion. Where no information was recorded by the interviewer, the fields were left blank on the coding sheets.

Keypunching and Key Verifying

The survey information was keypunched from the coding sheets onto standard 80-column cards. In accordance with standard data processing procedure, the accuracy of the keypunching from the coding sheets was checked by rekeying all of the information using a key verifier which automatically checks the original data against the second keying and indicates discrepancies for corrective action.

Computation

The analysis of the data was done at Stanford University using the IBM System 360/67 computing system running under Operating System/360. Direct access storage devices, IBM 2314s, were used for data files during analysis; tape was used for file backup and retention.

Since eight different card formats were used in keypunching, a program was written in the FORTRAN computer language to expand the information on the cards into a common format.

The statistical analysis of the data was carried out using the Statistical Package for the Social Sciences, a series of "library" programs available at many computer installations.[13]

A summary of the various computer functions and programs used appears in Table III-5.

Table III-5. Computer Programs

Program	Function
OS/360 Utility	Read punched cards into computer system and place on disk storage
WYLBUR Terminal System	Check and edit punched card data on disk before proceeding to analysis
FORTRAN Program	Convert punched card data on disk into common format records
SPSS*	Analysis of data: frequency counts, means, cross-tabulation tables, statistics
FORTRAN Program	Preparation of lists of telephone numbers of respondents for possible call-back
OS/360 Utility	Write data files stored on disk onto magnetic tape for backup and retention

* Statistical Package for the Social Sciences

Census Adjustments

The initial calculation of the sampling rate for each of the calling areas was based on population figures from the U. S. Bureau of the Census, the California Department of Finance, and the California Department of Public Works - Division of Highways. These figures were used in conjunction with the outline maps provided in each of the telephone directories.

The sampling rates were recalculated after the survey using the figures provided by the U. S. Bureau of the Census, 1970 Census of Population. With the cooperation of the Pacific Telephone and Telegraph Company which provided a detailed map of the central office codes in the 415 Numbering Plan Area (area code), we were able to make equivalences between the telephone exchanges and the census divisions shown on the maps of the Bureau of the Census. The availability of the central office code assignments also permitted isolating certain responses by geographical area.

Throughout the survey the various calling centers operated at different rates of calls per half hour. The assignment of discrete numbers of interviewers to each area also meant that even if every interviewer worked at the same rate, some areas would be over-sampled, some under-sampled. The adjustments using the 1970 Census of Population are shown in Table III-6.

Table III-6. Census Adjustments

Calling Area	Design % of Total Calls	Actual % of Total Calls	Population 1970 Census	% of Total Population	Weight Factor
San Francisco	34.9	29.2	782,596	30.0	1.027
Oakland	26.8	21.8	700,046	26.9	1.233
Marin	2.9	3.8	122,142	4.68	1.231
Palo Alto	9.8	11.1	228,973	8.78	0.791
San Mateo	13.3	15.1	398,292	15.3	1.013
Alameda-North	5.9	8.8	246,872	9.47	1.076
Alameda-South	6.4	10.1	128,022	4.91	0.486
Total	100.0	100.0	2,606,943	100.0	-

Notes:
1. Design % of Total Calls was based on population figures prior to the 1970 Census, and on an approximation of the correspondence between Census Divisions and Telephone Exchanges.
2. The Actual % of Total Calls was derived from Table II-11.
3. Population-1970 Census figures are from the U.S. Department of Commerce/Bureau of the Census, 1970 Census of Population, Advance Report, Final Population Counts, California [PC (V1) - 6].
4. Weight Factor = (% of Total Population)/(Actual % of Total Calls)

EVALUATION

Interviewer Performance

A chief concern in conducting a survey of this nature is the performance of the telephone interviewers. Adjustments can be made for sampling rates after the survey has been completed, but there can be no post-survey compensations for the actions of the interviewers. Any assessment of the performance of the interviewers must be a subjective one.

The San Francisco central calling location was supervised and monitored during five of the survey nights by Stanford, and on the other two nights by the Volunteer Activities staff. We have, therefore, a fairly good indication of the performance of the interviewers in San Francisco and in San Mateo (which was supervised by the Volunteer Activities staff). We were able to check with the supervisors at the other calling locations. There was no way of assessing the performance of interviewers working from their own homes in Marin and Alameda Counties.

We found that interviewers were taking time to be careful in recording data and to be courteous on the telephone. So much so, in fact, that the rate of calling was considerably less than had been predicted by our tests using sample Scripts at Stanford. We had expected that each interviewer would complete interviews providing 17 data points (completed calls + "no answers") each half hour; across the survey the average was 10.5 data points per half hour.

This lower calling rate resulted from the fact that the average interviewer was not adept at placing calls and recording data at the same time, from problems in handling the materials, and from our instructions that courtesy was under no circumstance to be sacrificed for speed. A few of the interviewers overlapped functions, transcribing numbers from the sample to the data sheets while waiting for answers to calls they had placed, but by and large this was not the case. Under different circumstances, with the time and resources to provide Data Sheets with the numbers to be called already recorded, the number of calls completed per half hour could be improved considerably.

> "This is my comment. I could have done more if I hadn't had to waste time getting a reflection on the yellow (telephone book page highlighting) each time. There *must* be a better way to mark the numbers." (A1-N Sun 7 B2)

In those instances where the interviewers arrived early, they were able to transcribe the telephone numbers from the sample sheets to the data sheets before the calling period began. We had not, however, stressed the importance of arriving particularly early in the training sessions, and in most cases the interviewers arrived just before the beginning of the calling period.

Throughout the survey there were occurrences which are the inevitable consequence of working with volunteers. In a very few cases, volunteers who were scheduled to place calls were not present. Occasionally, interviewers arrived late. But, overwhelmingly, the interviewers were very conscientious and very cooperative.

The training sessions were scheduled to be as convenient to attend for the interviewers as possible, but not all interviewers were able to attend training sessions. In many cases, these persons were contacted in person by the area supervisor who reviewed the points made in the training sessions, explained the survey procedure, and delivered copies of the survey instructions and the training materials for the interviewer to review.

Although we had made every effort to train each of the interviewers in advance and to stress the importance of reading the survey instructions booklet after the training sessions, there were some cases where interviewers who had not attended training sessions and/or had not reviewed the survey instructions placed calls. In these cases, the supervisors at the calling areas reviewed the survey procedure before the interviewer began placing calls, and the supervisor worked with the interviewer during the first half-hour period to insure that the proper technique was being used.

We were concerned with the relatively low rate of call completion per half hour, but were more concerned about possible biasing of information by the interviewers. Although the calling rate was low, we were pleased to find that our instructions about the disclosure of the survey organization and about the leading of respondents were followed. In San Francisco, supervisors made a few suggestions to interviewers about techniques for increasing the calling rate, but in no instances was it necessary to comment on practices which might bias the results. We are not aware of any instances of interviewers leading respondents.

Another way in which interviewers could bias the results of the survey is in data recording. There is a potential danger when interviewers, who are volunteers committed to the "cause" of an organization such as KQED, find that the viewing audience of the station is relatively small, for them to be tempted to record as KQED viewers persons who actually are not. Perhaps our greatest insurance in this matter is the fact that the interviewers were warned to expect a low KQED audience level and that each interviewer actually completed so few calls that it was not unlikely that KQED (with one percent of the households) would not show up in that particular segment of the sample. Throughout the training sessions it was stressed that our intention was to get an accurate picture of KQED's audience, and not to prove that the audience was large or justify the station in any way. We made the point that we wanted to know how good or bad the situation was in real terms, and that biased or inflated data would be worse than useless since it would lead to false conclusions. We have reason to believe that we were successful in impressing this fact on the telephone interviewers.

In each of the training sessions we stressed to the interviewers that it was our impression that the audience for KQED was approximately one percent of the households in the area, and that interviewers should expect to find this relatively low fraction and not be alarmed by it. Although there were one or two comments by interviewers at the San Francisco Center about the fact that they had completed a half hour in which they had found no KQED viewers, this did not seem to surprise most of the interviewers. The tendency of the interviewers to include fictitious KQED viewers would be naturally greater towards the end of each half hour calling period. Inflated reporting would then appear as a surge in KQED viewing towards the end of the half-hour or as altered entries earlier in the half-hour. Although the exact times at which the calls were placed were recorded on the data sheets, these times were not carried forward into the computer analysis. However, we have scanned the Data Sheets for all of the areas checking for viewing surges, and can find no evidence that they exist.

The suggested scheduling of interviewers was that a person would call for two hours, say from 6 until 7 pm and from 8 until 9 pm. This would give the interviewers a one-hour break in the calling. In practice, most of the interviewers called for two-hour blocks, say from 6 until 8 pm. Although we were concerned that the interviewers would become tired and/or bored with their task, this was not the case. This was probably due to the fact that the questions being asked in each script were changed each half hour. A great number of the interviewers commented after they had completed their calls that the work was interesting and that they enjoyed their part in the survey. In some cases persons who had volunteered to place calls on only one night agreed to come back on subsequent nights to fill vacancies in the interviewer schedule.

Although we had warned the interviewers in advance that there would be a relatively large number of refusals and that they might encounter instances of rudeness, there is no way in the training session to offset the impact of one irate respondent. For the most part the interviewers accepted this as inevitable. However, during the period from 9:45 until 10 pm each night, the interviewers found increasing numbers of persons who had gotten out of bed to answer the telephone. The interviewers expressed to us both surprise that so many persons were in bed so early and reservations about our calling at that time under these circumstances.

The interviewers appeared to have relatively little trouble in recording the data on the Data Sheets to correspond with the questions in the Scripts. However, in one area there was considerably more confusion than we had anticipated. In many of the scripts there were optional questions (usually Section C), which were asked of respondents only if they were at that time viewing KQED. Although we thought that the instructions to skip this section otherwise were sufficiently explicit, many interviewers missed this point and asked the questions of all respondents. Instructions for skipping questions conditioned on responses to other questions were the main problems with the Scripts. One interviewer reported:

> "I found the last portion of Section D in Script 5 confusing to ask as well as record." (A1-S Sat 9:30 B2)

Interviewers experienced some problems in dealing with the various identification numbers used in the survey material, specifically the Block numbers used to designate different segments of the sample. An indication of how few of the interviewers have worked for government departments was the fact that many of them did not understand the sheet numbering system on the Data Sheets ("Sheet _1_ of _2_ ").

Our overall assessment of interviewer performance is that it was very good, as good as we could have reasonably expected given the relatively short period for the recruiting and training efforts. The improvements which might be made simply require more time - time to recruit volunteers for every calling position for every time period, and time to require that every interviewer, without exception, attend a formal training session.

Confidence In Survey Results

How confident should you be in our results?

Let's deal with that by answering another question: How confident are we in what we have reported here?

We have indicated no statistical confidence or reliability figures in this report. For the most part, it is impossible to calculate such statistics because our results are purely descriptive - the results of reaching out into the community to get a snapshot picture of public television viewing. We have no way of knowing that viewing patterns should be uniform in some respects or that there should be significant differences in others. And we cannot look to the back of the textbook to see that we came up with the right answers.

We can indicate our confidence in these results in only two ways: subjective comments about how we *feel* about the results, and statements of method and known limitations.

We have a great deal of confidence in the overall results of the survey. Our continuous scrutiny of the data never revealed any results which we were tempted to dismiss out-of-hand. Where there appeared to be significant fluctuations in audience shares, for instance, consideration of these measurements in view of other variables, notably competitive programming, always returned us to the point where the variations "made sense" and did not shake our confidence in the results. Obviously, our confidence in some of the detailed results is tempered by the realization that the number of respondents to some items was regrettably small. But these are subjective impressions. The only *real* appreciation of the confidence which our results should command must come from an understanding of the conditions of the survey.

The design and method of the study has been presented in detail here for readers to make their own assessments of our approach. The following points should be remembered:

- The sample was drawn from telephone directories. We have not dealt with the fact that many telephones are unlisted and that these households may differ from those reached. We have had to assume uniformity.
- The information was obtained under relatively impersonal circumstances. In some cases we were able to validate responses but in many this was impossible. We have had to report not what people do but what people *told us* they do.
- The information was taken by volunteers who are KQED supporters. We have given our evaluation of the performance of the volunteers above, and we have accepted their data based on the checking that was possible.

The following additional points should be considered:

- There is never an "average" television week. In our survey week there were "specials on KQED and on the commercial stations. See Table II-15 for an appreciation for the effect of these specials.
- It is impossible to control the community in order to conduct a study such as this. During our survey week, Mr. John W. Macy, Jr., President of the Corporation for Public Broadcasting, visited San Francisco and addressed the Commonwealth Club on November 13. His address was reported by the San Francisco Chronicle and local radio stations, and was carried by KQED on November 16. Mr. Macy's public statements about the value of public television were balanced by the announcement that the use of KQED's instructional programs was being discontinued by the Richmond School Board because Board members disliked, not the instructional programs, but KQED's evening news programming. The Richmond decision was also reported by newspaper and radio. In the San Francisco Chronicle, for instance, the two stories appeared on the same day, side by side on page 2. Coverage of John W. Macy's address extended to 18 column-inches; the Richmond decision was reported in 11 column-inches. We have assumed that the two stories balanced each other and did not influence the survey in any significant way.
- No compensation was made for the fact that a large number of incomplete survey calls were to households where respondents did not speak English.
- No compensation was made for the fact that refusals to answer about the level of education of the head of the household may not have been distributed evenly throughout the population.
- Some extremely small error in reporting the channel being watched may have been introduced by confusion with the channel number reassignments on CATV (cable television) systems. However, the reassignment pattern and our observation of interviews working with equivalence lists lead us to believe that such errors, if any, are negligible.
- This survey reports on a 4-hour daily period only. The results and our comments apply to the 6 to 10 pm period of the 7 days surveyed, and give information about the viewing of programs at other times only indirectly.
- Although we recognize that the above factors may have influenced the findings to some extent, we are convinced that the impact, if any, does not interfere with the overall results of the study. Individual percentage measurements may be off fractionally, but (we believe) the general picture which we obtained of KQED and its audience is accurate.

Recommendations to Other Researchers

For the benefit of anyone contemplating studies of public television, we pass along the following points about our work:

1) Studies of this nature are a huge undertaking and should be considered only when necessary. This is not a facetious remark. There are instances where policy will not be changed because of the results of a survey, and for good reason.
2) Small, sharply-focussed studies will often be more rewarding in answering

single specific questions and should be used in place of. or at least to supplement. general viewing surveys. Such studies will often not reflect the behavior or attitude of the population at large, but studies of a sample of regular public television viewers may be equally or more valuable than "fishing trips" into the whole community.

3) Plan the data analysis in such a way that lists of regular public television viewing respondents are automatically available for subsequent supplementary studies. These lists can be used to establish "panels" to measure station performance at intervals and detect changes.

4) Using volunteer telephone interviewers is a suitable approach where adequate training and supervision are provided and where the limitations of data gathered by telephone by volunteers are recognized and accepted.

5) Be aware of the costs, not only in dollars but man-hours. This study represents out-of-pocket expenses of only about $4500. But all of the design, implementation, materials preparation, analysis, and report preparation effort was contributed. All of the data gathering effort was contributed by volunteers whose energy and support for public television was severly taxed by this project, possibly at the expense of other activities such as the KQED Auction.

6) Take the time to be thoroughly and completely organized and prepared before proceeding with the field work. This should include the preparation of the data handling and analysis procedures and tools. (This was not the case here, and is chiefly responsible for the delay from the date of the field survey to the date of this report.)

7) Simplify the materials to be used by the volunteers as much as possible. For example, the volunteers found our instructions on Scripts such as #3 to skip section C under certain circumstances and continue with D very confusing. In many cases, the volunteers simply never noticed the instruction. Keep data transcription to a minimum. Do not (as we did) require the interviewer to copy telephone numbers from a source document to the data sheet - record it on the data sheet in advance. Questions with complicated options such as appear in section D of the Script #6 should be avoided. The increase in useful information which the complexity provides is more than offset by interviewer confusion. The volunteer interviewers found our identification of the sample divisions using Block #'s and page numbering notation in the form "Page____of ____" confusing.

8) Do not hesitate to ask a larger number of questions of respondents. Possibly our greatest mistake was being too sensitive to the limit on the length of time a respondent will spend answering questions. We suspect that we could have asked almost twice as many questions on the average and that neither the time required nor the refusal rate would have been significantly greater. We found that our interviewers spent more time on the average establishing that there was no answer at a given number than they did in completing an average interview. We were selective and asked certain questions only of certain respondents to save time. We saved little time in our attempt to keep the interviews so short and actually created unnecessary analysis problems in so doing.

9) Interviewers should be asked to report 15 minutes early for orientation procedure review, and the answering of last-minute questions.

10) In order to make more efficient use of the time of the volunteer interviewers, the re-try rates should be revised downwards to one second try of "busy" numbers only. The gains from trying "no answer" numbers a second time and "busy" numbers a third time do not warrant the extra effort.

11) Sensitive questions should appear last in each interview. "Education" questions should have appeared last in our Scripts.

12) No survey telephone calls should be placed after 9:30 pm regardless of the attractiveness of obtaining coincidental measurements for the 9:30 to 10 pm period.

13) Alternative sample drawing procedures, including the possible use of machine readable (magnetic tape, for instance) files of potential respondents from sources such as the telephone company, should be investigated.

14) Please feel free to contact us for information about this study not included here or for any advice which it appears we might be able to provide. Correspondence should be addressed to:

The Institute for Communication Research
Cypress Hall,
Stanford University
Stanford, California 94305

The may be reached by telephone at:

(415) 321-2300, extension 2753.

part IV.

reference

Part IV. Reference

KQED: A PROFILE*

KQED (Channel 9) is the community-supported, non commercial public television station for the San Francisco Bay Area and Northern California. Under terms of its license from the Federal Communications Commission it cannot accept advertising.

KQED is owned and operated by the Bay Area Educational Television Association, a non-profit corporation whose governing board of 27 directors is elected by the general membership. Currently, there are ,000 members. Membership is open to individuals, associations, corporations, and institutions.

History

In 1951 the FCC reserved television Channel 9 in San Francisco for educational use. Shortly thereafter, a small group of educators, with the help of the local branch of the American Association of University Women, formed the Bay Area Educational Television Association.

With borrowed studio space and a second-hand transmitter, the newly formed corporation purchased the minimum equipment necessary to broadcast a television signal. The Rosenberg Foundation and the San Francisco Foundation provided initial operating funds.

On April 5, 1954, Channel 9 transmitted its first signal--a test pattern-- and later that month aired previews of what would follow if sufficient money could be raised from the community to initiate a regular program service.

From broadcasting four hours a week divided between two evenings, KQED has grown to an 80-hour, seven day week operation. Its original staff of seven has climbed to over 200. Although for many years KQED made do with inadequate equipment, through the help of a Ford Foundation matching grant made in 1965, the station was able to plan for the future, and to begin acquiring more modern equipment.

Today, an unusual degree of mobility is possible through the use of fully-equipped color and black and white remote broadcast units. A major renovation was carried out during 1970 at the studios at 525 Fourth Street, San Francisco. The video tape editing center is one of the most sophisticated facilities of its kind.

General Programming

Generally, KQED's programs can be grouped into the following categories: public affairs programming, cultural programming, constructive entertainment for children, adult programs that teach skills and instructional programming for the schools. Today, the bulk of KQED's evening schedule is devoted to public affairs and cultural programs.

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* Adapted from a KQED release, 1970.

Public Affairs Programming

Channel 9 today is ready to bring into the home actuality coverage and discussions which lead to major public decisions. The station has always been willing to adjust its program schedule at any time to provide flexible coverage to last minute developments as they occur.

Two days after the San Francisco newspapers' strike began in January 1968, for example, KQED went on the air with its own distinctive Newspaper of the Air, using outstanding journalists from the striking papers to present and analyze the news. That first attempt at daily news coverage won national acclaim for its impact and unique format. Later that year, the Ford Foundation awarded KQED a major grant to create Newsroom, a program based on some of the concepts that made Newspaper of the Air successful. No longer a substitute for papers, Newsroom is designed to be an alternative to news programs offered on commercial television, and the emphasis is on news analysis and interpretive reporting rather than on the reading of headlines.

Public Affairs programming is not limited to local issues. A favorite with viewers is Firing Line with William F. Buckley, Jr. World Press, the only U.S. television program devoted to an analysis of the foreign press, originates at KQED and is carried by public TV stations throughout the U.S.

KQED's own mobile service has brought important events, meetings, and confrontations--live and direct--to Northern California viewers. Such telecasts have included two and three day symposia on topics such as birth control, adoption, marijuana, suicide, as well as sports events, convocations and important meetings of city and state legislative bodies.

Cultural Programming

Thousands of nationally and internationally acclaimed artists, including many Bay Area performers, have been presented on Channel 9 in programs featuring contemporary and classical music, drama, and dance. KQED has also featured museum tours, art instruction and frequent in-depth examinations of the works and philosophies of painters, sculptors, poets, playwrights, and architects.

Constructive Entertainment For Children

Responding to the demand for informal, constructive television fare for children, KQED provides a daily schedule to fulfill this need. The extremely popular Sesame Street and Misterogers' Neighborhood are offered for pre-schoolers, and What's New for older children.

Adult Programs That Teach Skills

"How-to-do-it" programs, from relatively popular subjects including cooking, music, and speed reading to such esoteric subjects as Japanese brush painting and how to play a Renaissance recorder, have always been well-liked among KQED viewers. Programs such as The French Chef with Julia Child and Folk Guitar with Laura Weber command a large following.

Instructional Programming For The Schools

During the school year, the daytime hours of the KQED schedule are filled with programs for use in classrooms of Northern California schools. In the past school year, roughly 300,000 students in elementary and junior high classrooms of 110 public school districts and 60 private and parochial schools receive a portion of their weekly instruction on television via KQED.

Network Affiliations

About one-third of the programs broadcast by KQED are produced locally. The remaining two-thirds come from outside sources, the most important being the Public Broadcast Service of the Corporation for Public Broadcasting, and Educational Television Stations (ETS). Program acquisition, however, is not all one way. KQED is one of the major national production centers, contributing programs such as World Press and San Francisco Mix.

FM Radio and UHF Channel

KQED-FM radio began operating in 1969 at 88.5 on the FM dial. The station is received from San Francisco to the Sierra Foothills and from Monterey to Mendocino. During its first year of operation it acquired a large following for Street Radio, consisting of six hours a day of live broadcasting from outside the studio with some thirty guest experts every week. Foreign interest programs, music and drama presentations, and programs dealing with current issues are heard on KQED-FM. Currently, KQED-FM's programming features the broadcast participation of 39 community groups of all kinds - minority, interest, ethnic, and community action.

In mid-1970 Metromedia made a gift of its UHF Channel 32 to KQED. The transfer has been approved by the FCC and KQED will soon occupy the new studios at Eighth and Bryant Streets for specialized programming production. It will continue to maintain its Channel 9 production center at 525 Fourth Street.

Experimental Television

The National Center for Experiments in Television, located at KQED, came into being in April 1969 when the Corporation for Public Broadcasting made a grant of $100,000 to KQED for its establishment. In 1970, the Corporation renewed and increased its funding with $150,000. In addition, the National Endowment for the Arts awarded a matching grant of $60,000 to the Center to begin a fellowship program. The Center's main products are experimental videotapes made by gifted visual artists; research projects investigating psychological and cultural implications of television, and an intern program which brings to the Center talented staff members from public TV stations throughout the country.

The Viewers

The metropolitan Bay Area audience of approximately 1.8 million television homes is supplemented by KQED's viewers in such areas as Yosemite Valley, Merced County, and San Luis Obispo who receive KQED programs through translator booster stations. Through CATV--commonly referred to as cable television--Channel 9's signal is carried to 100 communities ranging from Fort Bragg to Santa Maria, as well as to Bay Area localities where reception has been previously unsatisfactory.

Operating Funds

The annual cost of operating KQED is now about $4.5 million. Its funds are derived from memberships and contributions, the annual television auction, production contracts, educational services, foundation grants, and miscellaneous support. Unrestricted funds from California supporters--individuals, corporations, and foundations-- play an increasingly important role in the station's operation.

kqed

KQED / TELEVISION CHANNEL 9
KQEC / TELEVISION CHANNEL 32
KQED / FM RADIO 88.5 mc.

IV-5

Dear Volunteers,

We are all sincerely grateful for your participation. With the cooperation of Dr. Wilbur Schramm and his assistant, Bruce McKay, of Stanford University, and all of you dedicated people, KQED will obtain valuable information; our programming will benefit by the results of this survey.

When this information is tallied, you each will receive the outcome of the project.

Again, may I offer sincere thanks for your time in helping KQED. We could not have accomplished this undertaking without your valuable assistance.

Sincerely,

Jonathan Rice

Jonathan C. Rice
Director of Programming

BAY AREA EDUCATIONAL TELEVISION ASSOCIATION
MAIN OFFICES: 1011 BRYANT ST., SAN FRANCISCO, CALIFORNIA 94103 (415) 864-2000
CHANNEL 9 STUDIOS: 525 FOURTH STREET, SAN FRANCISCO, CALIFORNIA 94107

KQED and its audience ...

In mid-November KQED will be conducting a survey of television viewing patterns in the Bay Area. The survey will be used to determine the size of the audience KQED reaches, some information about what kinds of people watch public television, and the types of programs which viewers prefer.

Public television shares with normal commercial operations an interest in ratings information. But for a different purpose. Commercial stations use ratings to boost the sale of advertising time: the rating tells an ad agency man that a given station is "delivering" a given number of television homes to view a commercial message at a given time. Public broadcasting stations like KQED use audience ratings to judge how well they are serving their communities: which programs are reaching the greatest number of people, which are enjoyed most, and so on. KQED's station management needs this information in order to plan the program schedule.

The normal rating services (Nielsen, and so on) produce information which, given their sample size, is often of questionable reliability for the size of audience reached by some of KQED's special programs. In addition, the cost of obtaining this information from the rating services is extremely high, particularly considering its usefulness to KQED.

The study being done this November is being done for and by KQED, and is tailored to its own special requirements. It will be the most extensive study of public television of this type in the country to date. We all look forward to working with the results.

The Telephone Coincidental Survey ...

The type of study which will be conducted is called "telephone coincidental." In this type of study, a home which is to be included in the sample is contacted by telephone, the object being to determine what channel (if any) is being watched at that moment. Thus all calls to judge audience size for the first half of Newsroom on a Monday night must be placed between 7:00 and 7:30 pm that night - while the program is on the air. There are other survey techniques (including home diaries and personal diaries) but we feel the telephone coincidental is best because of its high reliability. There is no need to remember what you did yesterday - it's simply a question of what a family is doing when the phone rings.

The November Study ...

This will be quite an extensive study, involving many volunteers making many phone calls. The KQED audience will be measured between 6 and 10 pm for a one-week period beginning Thursday, November 12 and continuing through Wednesday, November 18. (The dates were picked to represent a typical week - avoiding Thanksgiving, and so on.) Teams of volunteers in San Francisco, Oakland, and in Marin, Alameda, San Mateo, and Santa Clara counties will be completing approximately 400 phone calls per half hour when taken together. The size of the samples to be used, together with other details of the survey procedure are being worked out in cooperation with Professor Wilbur Schramm, Director of the Institute for Communication Research at Stanford University. Stanford will be providing guidance and assistance throughout the project.

How it will be done ...

Stanford and KQED people have been working on the details of the procedures to be used for some weeks now. The sample of people who will be contacted is being prepared from telephone directory listings, overlap of some communities, those which appear in two phone books, and a desire to let volunteers call from their own homes without being charged message units have made that process somewhat difficult but the scheme has been devised. In a few cases, the calls will be made from a central location. In others, volunteers will be making calls from their own homes. It turns out that a different approach is being used in each county to minimize inconvenience. A network of Chairmen and Supervisors is being set up to coordinate the project and answer questions. If you're reading this, you are already in touch.

Your part ...

As a telephone volunteer, you will be placing calls for approximately two hours on one or more evenings. The times that you will be calling, and the place from which the calling will be done (if it isn't your own home) will be worked out with you by the coordinators in your area.

So that you will know how to best go about doing the survey work, we will be having training sessions to explain the telephone procedure, the techniques for recording the information, and what to do in special circumstances. We will also use the training sessions to distribute the training summary and survey materials. These materials will include a sheet which reviews the instructions, tells you where to call if you have questions, the "script" of what to say on the phone when asking the questions, pages with the telephone numbers to be called, and forms for recording the information. There will also be a postage-paid envelope for mailing the information back to KQED. The training sessions shouldn't require more than an hour to cover the procedure and answer questions. *But it is essential that you attend a training session.* If you cannot make it to the one nearest you, we can arrange for you to sit in on one of the other sessions.

SCHEDULE:	Thurs.	Nov. 5	8 pm	East Bay	John Muir School
	Thurs.	Nov. 5	8 pm	Palo Alto/San Mateo	Stanford University
	Mon.	Nov. 9	2 pm	Marin	Mill Valley
	Mon.	Nov. 9	8 pm	San Francisco	KQED, 1011 Bryant Street
	Tues.	Nov.10	8 pm	S. Alameda County	Chabot College

You will be notified of the location of the training sessions. We will ask that you be on time so that we can all finish quickly.

Final Note ...

We think you will find this easy but still interesting. We think you will be interested in seeing the results. It is *very important* that we carry through with each time period in each area. If something comes up that you cannot work when you thought you could - *please* let your coordinator know so that she can arrange for someone else to make those calls. It is very important that she know in plenty of time. The survey is only successful if each of you carry out his specific responsibilities at the requested time. *We are counting on you!* Many, many thanks for your time and interest.

For questions or information, please call your chairman or.....

KQED (864-2000)

Training Session "Flip Charts"

The presentation of the survey objectives and methodology in the volunteer telephone interviewer training sessions was based on a series of 25" x 38" "flip charts."

The contents of the flip charts, mostly headings for discussion, are reproduced here.

In the first sessions, which were too long, there were additional charts which were dropped from the presentation and which have been omitted here.

1

Why a training session ?

- * Familiarization with all the paper work
- * Concern about survey procedure
  - the random sample
  - question wording
  - leading respondents
  - disclosing "KQED"
  - any other little thing

2

Your role :

" Telephone Interviewer "

- * 23,400 phone calls (but in small lots)
- * Target: 16-21 completed calls per half hour
- * The "scripts" change
- * You are a "KQED Ambassador"
- * Your reward: information for yourself, programming changes

3

" SURVEY INSTRUCTIONS "

(your reference booklet)

- BACKGROUND
- PROCEDURES
  - * Detailed instructions
  - * An example
  - * The "What to do IF ..." section

Let's review it now !

"Flip Charts" continued

DATA SHEET # 3

Ⓐ A1	A2	A3 (Time and Result)					
Tel #	Comp	# 1	Res	# 2	Res	# 3	Res

4

5

Working with the survey materials

- Telephone Reference Sheet
- Survey Samples
- Scripts
- Data Sheets
- Comments Sheets
- and a watch (or clock)
- and a pen (or pencil)

Let's go over one script
and its related forms

Area____ Interv______ Sheet__of__
Day____ Nov__ Time____ Block #___

Ⓑ B1	B2	B3	Ⓒ C1	D1	D2	D3	D4
TV ?	TV On	Chan	Educ	Ch 9?	Check	Aft 10?	Mem

6

7

Summary

- * Careful of bias, especially in questioning
- * Remember public relations considerations
- * Be as pleasant as possible

Questions ?

Thank you !

KQED AND ITS AUDIENCE...

SURVEY INSTRUCTIONS

BACKGROUND INFORMATION AND
DETAILED PROCEDURES FOR
A "TELEPHONE COINCIDENTAL"
TELEVISION VIEWING SURVEY
IN THE BAY AREA

NOVEMBER 12-18, 1970

kqed
Channel 9

BAY AREA EDUCATIONAL TELEVISION ASSOCIATION
525 FOURTH ST. SAN FRANCISCO 94107

Please read this booklet carefully before beginning to make any survey calls. Ideally, review the PROCEDURES section just before making your first calls.

CONTENTS

BACKGROUND

Introduction Page 1

The Design of this Survey 2

General Concerns About Sample Surveys 2

Your Role as a Telephone Interviewer 3

PROCEDURES

What to do ...
(instructions for telephone interviewing) 4

Sample Forms 6

What to do IF ...
(how to handle special situations) 7

INTRODUCTION

As has already been explained to you, KQED is conducting a survey of television viewing patterns in the Bay Area in mid-November. The survey will be used to determine the size of audience which KQED reaches, some information about what kinds of people watch public television, and the types of programs which viewers prefer.

The KQED audience is being measured in half-hour blocks between 6 and 10 pm for a one-week period beginning Thursday, November 12, and continuing through Wednesday, November 18. In order to reach a large enough sample to give confidence in the results, the volunteer teams (operating in San Francisco, Oakland, and in Marin, Alameda, San Mateo, and Santa Clara counties) will be completing a total of approximately 400 telephone calls per half hour.

This booklet explains the design of the study, some concerns about sample surveys in general, an outline of your role as a telephone interviewer, and specific survey instructions.

THE DESIGN OF THIS SURVEY

This audience survey has been planned by KQED working in cooperation with Professor Wilbur Schramm, Director of the Institute for Communication Research at Stanford University.

KQED's audience survey will be a "telephone coincidental" study. In this type of survey, a home which is to be included in the sample is contacted by telephone by an interviewer who is interested in finding out what is happening in that home at that moment. In this case, the information which the telephone interviewer wants includes whether or not the household is watching television, the channel being watched if the set is on, and some further information about the family or KQED programs. The questions used to obtain this further information will change throughout the week-long study. For instance, it is not necessary to repeat a question about the KQED audience after 10 pm all week in order to be able to judge this audience size.

This type of survey produces very reliable information because the interviewer is asking about the here-and-now, not what happened yesterday or earlier in the evening. However, this approach does require that calls to judge the audience size for, say, the first half of "Newsroom" on a Monday night *must* be placed between 7 and 7:30 pm that night - while the program is on the air. If a block of calls is not made at the designated time, it is impossible to call later and still obtain valid information. Hence, any person who cannot make calls as scheduled must let the coordinator know early so that a replacement can be arranged.

GENERAL CONCERNS ABOUT SAMPLE SURVEYS

Whenever sample surveys are conducted, it is fair to ask: Is the information collected representative of the whole population, or is the sample loaded in some way? We have worked hard to keep this loading -- often called "bias" -- out of this study. The homes which will be called were picked from telephone directories using a system which produces a random sample. Adjustments have already been made for the fact that some households are listed in two separate telephone books. And so on.

It is important that the sample be used as is. Don't skip any names. In short, don't do anything that could bias the sample.

It is also possible for bias to creep in through the questioning process. We know that we can make people more likely to answer in a given way if we "load" the question. A lot of work has gone into wording "neutral" questions. Please use the questions as they appear on the Script. Again, common sense will tell you not to bias the answers by rewording the questions or suggesting answers.

General Concerns About Sample Surveys, continued

Art Linkletter has been saying "people are funny" for years. You ought to believe him. In this study, you'll discover that people try very hard to give you the answers they think you want to hear. Most of them feel that public television is a "good thing" for the community. So if you phoned up and said you were calling for KQED, you'd find that almost everybody would say they were watching channel 9. So we have to be careful not to give people information that affects getting an honest answer. In the PROCEDURE section, we'll outline how to identify yourself. But don't suggest that you're from KQED, or we'll have glowing results. And not much real information.

YOUR ROLE AS A TELEPHONE INTERVIEWER

This study involves a lot of telephoning. At minimum, we'll be completing 23,400 calls. That's a lot of work but it is split up into small blocks so that nobody will have too much of it.. And we think you'll find it interesting.

You will be telephoning in hour-long sessions and then taking a rest if you have other calls to make. This is so you will be alert and accurate in recording the information, and so we don't tire you out for everything else all week.

You will be given a list of numbers to call, a script of what to say, and sheets for recording the information. We have a rough idea of how many calls should be completed per half hour. We expect you'll be able to talk to 16 to 21 people per half hour, depending on the length of the questions. In any event, we ask that you work steadily. Don't rush and end up being rude. Don't talk to the same person for 10 minutes,either. Complete as many calls as you can. The more calls completed, the more accurate the results.

Throughout this survey, if a person learns you are calling for KQED, you automatically become a "KQED ambassador." Try to be as tolerant as possible. If necessary, make it clear that you are not selling or soliciting. The Better Business Bureaus and Police Departments have been notified about this survey. Try to be friendly.

Your work will be completed when you've completed the assigned calling sessions and returned the survey materials for tabulation.

As soon as possible after the completion of the study, we'll be sending you a summary of the results. We have a feeling that the KQED audience isn't as big as it could be. This information will tell us about our strong and weak points. You can probably expect to see some programming changes as a result of your work.

WHAT TO DO ... (instructions for telephone interviewing)

1. Be sure that you have read all of this booklet at least once, just so that you do not inadvertently bias the survey.

2. Get together the things that you need:
   - the Script
   - the Data Sheets
   - the Comments Sheet
   - the Telephone Reference Sheet (with the channel numbers)
   - the Survey Sample (of telephone book pages)
   - this booklet (for reference)
   - your watch or a clock you can see
   - a pen or pencil, and (obviously)
   - the phone.

3. Fill your name in on the KQED Survey Sample label, on the Script, and on the Data and Comments sheets.

4. Be sure you are working with the correct time. You can get it by dialing 767-8900.

5. Wait a minute into the half-hour period before starting to call. If you are doing a 7 to 8 pm block, for instance, place your calls between 7:01 and 7:30 and between 7:31 and 8:00 pm.

You're ready to begin now. This description is keyed to the illustration of the forms you'll be working with that appears at the end of this detailed procedure, on page 6.

6. Start with the telephone book page Survey Sample. Take the first number that is highlighted in yellow (*a*). Some names may appear highlighted because the ink came through the page, but use only numbers.

   Record the telephone number on the Data Sheet (*b*), and place the call.

   Record the time (*c*).

   If the party answers, put a check in the first Response box on the Data Sheet (*d*), and begin to work through the Script, recording the answers on the Data Sheet as you go (*e*). You should find the Script/Data Sheet combinations self-explanatory.

   If the number is busy, put a "B" in the Response box (*f*), and attempt to reach the number twice more at intervals spaced throughout the half hour (*g,h*).

   If there is no answer, write "N/A" (*i*), and try once more (*j*).

   If the number has been changed, phone the new number (*k*).

   If the number is out of service, write "O/S" (*l*), and go on to the next.

   If anything else happens, proceed as outlined in the "What to do IF ..." section of this booklet. Be sure you have read that section in advance.

What to do, continued

When you have finished working with the number (completed the call, found it busy 3 times, or found no answer 2 times), put a check in the Completed column (*m*) so that it will be easy for you to scan up and down the data sheet for numbers to be called again.

7. Use the Comments Sheet to record information which the person wants passed along (*n*). Don't get trapped into taking dictation. Follow the guidelines in "What to do IF ..."

8. Work through the sample in the order it appears. There are numbers highlighted on both sides of some of the telephone book pages. If there are numbers on the reverse side, use them.

9. Complete as many calls as possible in the time period, but don't hurry so much that you have to be rude on the phone.

10. At the end of each half hour, put the materials all back together (Survey Sample, Script, Data Sheets, and Comment Sheet).

    If you are at a centralized location, turn the materials over to the supervisor.

    If you are calling from home, place the materials in the pre-addressed mailing envelope and mail them to KQED by 12:00 noon the following day.

11. If you aren't calling in the next half hour, take a well deserved rest.

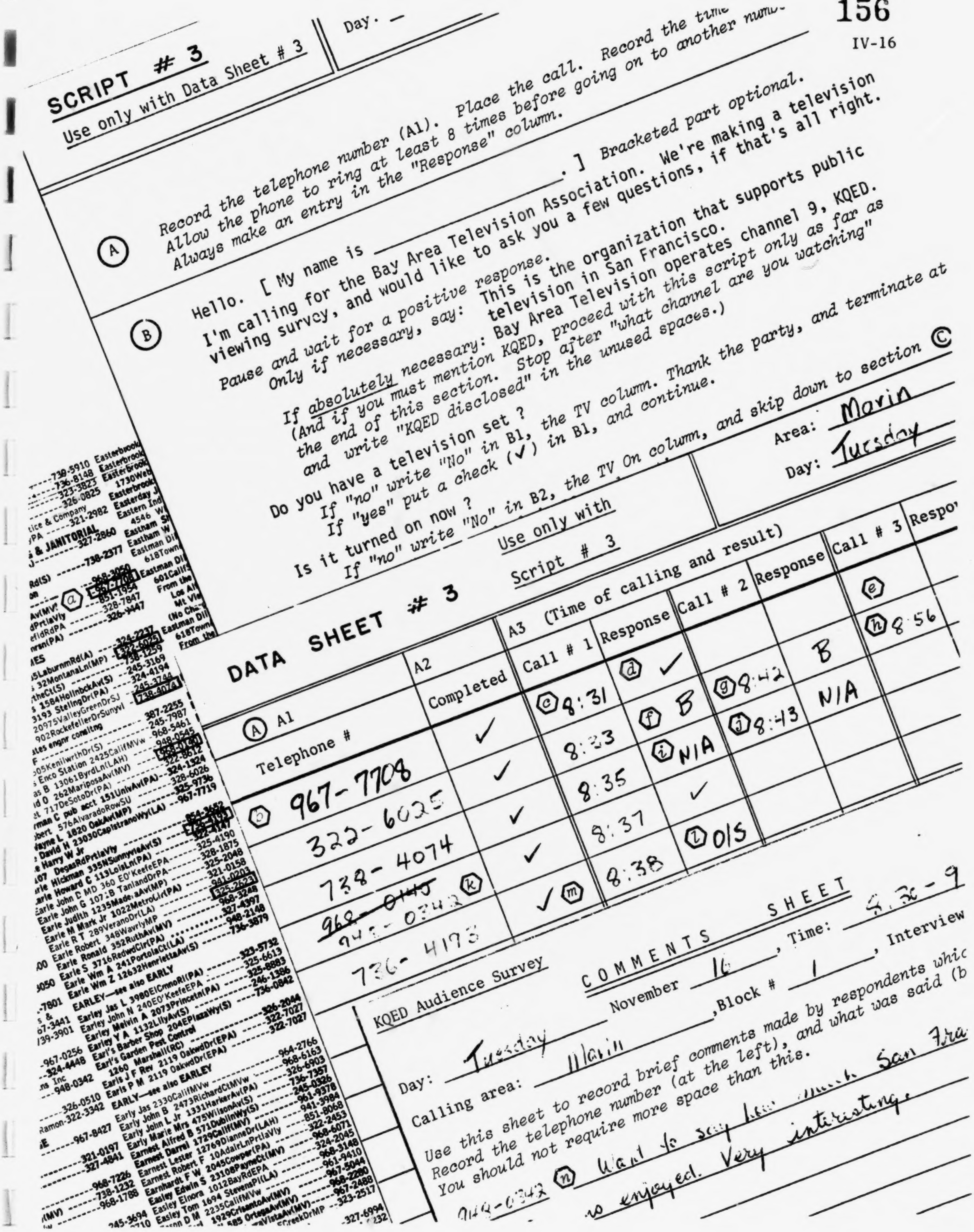
    Thank you very much.

Please note:

Instructions for dealing with special situations are given in the

"What to do IF ..."

section, page 7.



SCRIPT # 3

Use only with Data Sheet # 3

Day. _

Ⓐ Record the telephone number (A1). Place the call. Record the tim
Allow the phone to ring at least 8 times before going on to another numb
Always make an entry in the "Response" column.

Ⓑ Hello. [My name is ________________.] Bracketed part optional.

I'm calling for the Bay Area Television Association. We're making a television viewing survey, and would like to ask you a few questions, if that's all right.

Pause and wait for a positive response.

Only if necessary, say: This is the organization that supports public television in San Francisco.

If absolutely necessary: Bay Area Television operates channel 9, KQED.
(And if you must mention KQED, proceed with this script only as far as the end of this section. Stop after "what channel are you watching" and write "KQED disclosed" in the unused spaces.)

Do you have a television set ?
If "no" write "No" in B1, the TV column. Thank the party, and terminate at
If "yes" put a check (✓) in B1, and continue.

Is it turned on now ?
If "no" write "No" in B2, the TV On column, and skip down to section Ⓒ

Area: Marin
Day: Tuesday

DATA SHEET # 3

Use only with Script # 3

Ⓐ A1 Telephone #	A2 Completed	A3 (Time of calling and result) Call # 1	Response	Call # 2	Response	Call # 3	Respo
ⓑ 967-7708	✓	ⓒ 8:31	ⓓ ✓			ⓔ	
322-6025	✓	8:33	ⓕ B	ⓖ 8:42	B	ⓗ 8:56	
738-4074	✓	8:35	ⓘ N/A	ⓙ 8:43	N/A		
~~968-0145~~ 948-0342 ⓚ	✓	8:37	✓				
736-4173	✓ ⓜ	8:38	ⓛ O/S				

KQED Audience Survey

COMMENTS SHEET

Day: Tuesday November 16, Time: 8:30-9, Interview

Calling area: Marin, Block # 1

Use this sheet to record brief comments made by respondents whic
Record the telephone number (at the left), and what was said (b
You should not require more space than this.

948-0342 ⓝ Want to say how much San Fra
o enjoyed. Very interesting.

WHAT TO DO IF... (how to handle special situations)

If all else fails, see the last entry in this section.

* *If the phone called is busy,* try it twice more in the same half hour. Record the number, the times of the calls, and the fact that it was busy ("B"). Try to space out calling back.

* *If there is no answer,* call back once more in the same half hour. Record the number, the times of the calls, and the fact that there was no answer ("N/A").

* *If the number has been changed* and the operator gives you a new number in the same calling area, record and use it.

* *If the number is out of service,* record the number and the fact that it was out of service ("O/S").

* *If a number in your sample is long distance or requires message units,* ignore it and continue to the next number. If you've already recorded the number, just mark it long distance ("L/D").

* *If a caller asks how long the questions will take,* say "about one minute."

* *If anyone has a short comment to make,* record it on the Comments Sheet.

* *If you catch someone at a bad moment,* (the roast is burning, just out of the shower), be polite, apologize, and ask if you could call back in a few minutes. Record call back ("C/B"). Do not call back unless the party agrees to let you. We must be careful of KQED's public relations.

* *If anyone asks for information which you cannot supply quickly,* take his name and address or phone number. Phone the person back later if you can answer the questions, or pass the request along to the Survey Clearinghouse at KQED (864-2010).

* *If anyone refuses to answer* after you have explained your purpose (or before you get a chance to), explain that we respect his right to privacy, and apologize for disturbing him. Record the number with the notation "Refused."

* *If anyone refuses to continue* after answering the first few questions, leave those answers, explain that you respect the persons right to privacy, and thank him for the answers given. Add the note "Refused to continue."

* *If anyone hangs up on you,* record the number and indicate "Hung Up."

What to do IF ... (continued)

* *If anyone unleashes a tirade at you about KQED programming, having learned who you are calling for:*

1. Explain that you are not connected with programming.
2. Explain that you will report on your Comments Sheet the unfavorable remarks.
3. Suggest a letter to: The Director of Programming
   KQED
   525 Fourth Street, San Francisco 94107.
4. (And only if necessary), offer to have someone from KQED call to get his opinion. Tell your supervisor or call the Survey Clearinghouse (864-2010) at the end of your calling period to report the incident.

DO NOT DEBATE, regardless of how unfounded the charges may be.

* *If the home has two sets in use at the time you call,* record information for each, treating each set as a separate household. Indicate "Two sets" on the Comments Sheet whenever this happens.

* *If the home has already been called, or you are told this,* explain that this might happen in random sampling. Take the information anyway, unless the person refuses. Make a note on the Comments Sheet. (We do not expect this to happen.)

* *If you are running late,* do not carry on into the next half hour. Do not call after 10 pm under any circumstances.

* *If you run out of sample numbers to call* during a half hour period, check with the supervisor if you are calling in a centralized location. You can work on someone else's unused sample. If you are calling at home, or the centralized location runs out, return to the beginning of that half hour's sample, and use the first residence in your calling area directly below the numbers which are highlighted. Mark the Data Sheet "PHASE TWO SAMPLE" in large letters, and notify the Clearinghouse at KQED (864-2010).

* *If you run out of Data Sheets,* continue using plain paper and the information will be transcribed later.

* *If a part of the forms set (say, the Script) is missing,* contact your supervisor or the Survey Clearinghouse.

If anything else goes wrong, contact your supervisor if you are at a centralized location. Or call the Survey Clearinghouse which was set up to deal with special problems (864-2010). Other telephone numbers: KQED Switchboard - 864-2000, Bruce McKay at Stanford - 321-2300 ext. 2755, at home - 493-2774.

TELEPHONE REFERENCE SHEET

Channel Numbers

Channel	TV	Network
2	KTVU	-
4	KRON	NBC
5	KPIX	CBS
7	KGO	ABC
9	KQED	NET
20	KEMO	-
38	KUDO	-
44	KBHK	-
M	Miscellaneous, for any other	

Abbreviations

B	Busy
C/B	Call Back
L/D	Long Distance
N/A	No Answer
O/S	Out of Service

Summary of Instructions

- Be sure you have read all of the "SURVEY INSTRUCTIONS" booklet
- Be sure to fill in the headings on forms
- Call busy numbers twice more
- Call no-answer numbers once more
- Work steadily, but don't panic
- Be careful of public relations
- Trouble number is 864-2010

(Printed on cover stock)

Cable television (CATV) channel equivalences were handwritten onto these reference cards in areas with cable service.

Script # 1

Photoreduced from 8 1/2" x 14"

SCRIPT # 1

Use only with Data Sheet # 1

Area: ________ Block # _____ Interviewer: ________________

Day: ____________ November _____ Time: ____________ pm

Ⓐ *Record the telephone number (A1). Place the call. Record the time (A3). Allow the phone to ring at least 8 times before going on to another number. Always make an entry in the "Response" column.*

Ⓑ Hello. [My name is __________________.] *Bracketed part optional.*

I'm calling for the Bay Area Television Association. We're making a television viewing survey, and would like to ask you a few questions, if that's all right.

Pause and wait for a positive response.

Only if necessary, say: This is the organization that supports public television in San Francisco.

If absolutely necessary: Bay Area Television operates channel 9, KQED. *(And if you must mention KQED, proceed with this script only as far as the end of this section. Stop after "what channel are you watching" and write "KQED disclosed" in the unused spaces.)*

Do you have a television set ?

If "no" write "No" in B1, the TV column. Go to Ⓔ.

If "yes" put a check (✓) in B1, and continue.

Is it turned on now ?

If "no" write "No" in B2, the TV On column, and skip down to section Ⓒ.

If "yes" put a check in B2, and continue.

Would you mind telling me what channel it is tuned to ?

If necessary, ask: Would you be kind enough to go and look so that we can record the correct channel number ?

Record in B3, the Channel column.

Sections Ⓒ *and* Ⓓ *develop two age profiles for each household. The first is a listing of every member of the household. The second includes only those members of the household (perhaps including the person who answered the telephone) who were watching television when the phone rang.*

Record the information for section Ⓒ *in the upper portions of columns C1 through C6, and for section* Ⓓ *in the lower portions of the same columns. Do not bother to record a zero if there is no member in a given age category.*

Ⓒ **We'd like a description of your household by age categories: pre-school children, elementary school, teenagers, young adults -say- 18 to 25, adults to age 60, and those over 60.**

Pause. The party may volunteer all of the required information. If so, enter it in the upper ("all") portions of columns C1 through C6.

If not, ask: How many pre-school children are there ? *Enter in upper* C1

elementary school	C2
teenagers	C3
young adults, 18 - 25	C4
adults, 26 - 60	C5
adults, over 60	C6

Ⓓ **And finally, using those same age categories, we'd like to know which members of your household, including yourself, were actually watching television when the phone rang.**

Pause. The party may volunteer all of the required information. If so, enter it in the lower ("tv") portions of columns C1 through C6.

If not, for the approprite age categories, ask:

How many pre-school children were watching tv ? *Enter in lower* C1

elementary school	C2
teenagers	C3
young adults, 18 - 25	C4
adults, 26 - 60	C5
adults, over 60	C6

Ⓔ *Complete the call with something like:*

Fine. That's all. Thank you very much for your cooperation. This information will be very helpful. Good bye.

Script # 2

Photoreduced from 8 1/2" x 14"

SCRIPT # 2

Use only with Data Sheet # 2

Area: ________ Block # ____ Interviewer: ____________

Day: ____________ November ____ Time: ____________ pm

Ⓐ *Record the telephone number (A1). Place the call. Record the time (A3). Allow the phone to ring at least 8 times before going on to another number. Always make an entry in the "Response" column.*

Ⓑ Hello. [My name is ____________________.] *Bracketed part optional.*

I'm calling for the Bay Area Television Association. We're making a television viewing survey, and would like to ask you a few questions, if that's all right.

Pause and wait for a positive response.
Only if necessary, say: This is the organization that supports public television in San Francisco.
If absolutely necessary: Bay Area Television operates channel 9, KQED.
(And if you must mention KQED, proceed with this script only as far as the end of this section. Stop after "what channel are you watching" and write "KQED disclosed" in the unused spaces.)

Do you have a television set ?
If "no" write "No" in B1, the TV column. Go to Ⓔ.
If "yes" put a check (✓) in B1, and continue.

Is it turned on now ?
If "no" write "No" in B2, the TV On column, and skip down to section Ⓒ.
If "yes" put a check in B2, and continue.

Would you mind telling me what channel it is tuned to ?
If necessary, ask: Would you be kind enough to go and look so that we can record the correct channel number ?
Record in B3, the Channel column.

Ⓒ Would you mind telling me how far the head of the household went in school ?
For "Elementary school" code 1 *in the Education Column,* C1.
Some high school 2
Completed high school 3
Some college 4
Completed college 5
Further education 6

Ⓓ How often would you say that someone in this household watches KQED, channel 9, the public television station ?
For "Almost every day" code 1 *in the Channel 9 column,* D1.
Once or twice a week 2
Just occasionally 3
Never 4

* *If the household never watches KQED, go to* Ⓔ.

If the answer was "almost every night" or "once or twice a week," ask:
Can you remember the name of a program that you've seen on channel 9 in the past week ? *If they can (if you believe they did watch channel 9), put a check in the Check column, D2. If not, write "No" in D2.*
Do not write down the name of the program.

How often would you say that someone watches channel 9 after 10 pm ?
For "Almost every night" code 1 *in the After 10 column*, D3.
Once or twice a week 2
Just occasionally 3
Never 4

Ⓔ *Complete the call with something like:*

Fine. That's all. Thank you very much for your cooperation. This information will be very helpful. Good bye.

Script # 3

Photoreduced from 8 1/2" x 14"

SCRIPT # 3

Use only with Data Sheet # 3

Area: ________ Block # _____ Interviewer: ______________
Day: ______________ November _____ Time: ____________ pm

Please note that this script (# 3) has been revised since the training session.

Ⓐ *Record the telephone number (A1). Place the call. Record the time (A3). Allow the phone to ring at least 8 times before going on to another number. Always make an entry in the "Response" column.*

Ⓑ Hello. [My name is ____________________.] *Bracketed part optional.*

I'm calling for the Bay Area Television Association. We're making a television viewing survey, and would like to ask you a few questions, if that's all right.

Pause and wait for a positive response.
Only if necessary, say: This is the organization that supports public television in San Francisco.
If absolutely necessary: Bay Area Television operates channel 9, KQED.
(And if you must mention KQED, proceed with this script only as far as the end of this section. Stop after "what channel are you watching" and write "KQED disclosed" in the unused spaces.)

Do you have a television set ?
If "no" write "No" in B1, the TV column. Go to Ⓔ.
If "yes" put a check (✓) in B1, and continue.

Is it turned on now ?
If "no" write "No" in B2, the TV On column, and skip down to section Ⓓ.
If "yes" put a check in B2, and continue.

Would you mind telling me what channel it is tuned to ?
If necessary, ask: Would you be kind enough to go and look so that we can record the correct channel number ?
Record in B3, the Channel column.

* *If the set is tuned to channel 9, complete* Ⓒ *and* Ⓓ, *otherwise just* Ⓓ.

Ⓒ Would you mind telling me how far the head of the household went in school ?

For "Elementary school" code	1	*in the Education Column,* C1.
Some high school	2	
Completed high school	3	
Some college	4	
Completed college	5	
Further education	6	

Ⓓ How often would you say that someone in this household watches KQED, channel 9, the public television station ?

For "Alomst every day" code	1	*in the Channel 9 column,* D1.
Once or twice a week	2	
Just occasionally	3	
Never	4	

* *If the household never watches KQED, go to* Ⓔ.

If the answer was "almost every night" or "once or twice a week," ask:
Can you remember the name of a program that you've seen on channel 9 in the past week ? *If they can (if you believe they did watch channel 9), put a check in the Check column, D2. If not, write "No" in D2. Do not write down the name of the program.*

How often would you say that someone watches channel 9 after 10 pm ?

For "Almost every night" code	1	*in the After 10 column,* D3.
Once or twice a week	2	
Just occasionally	3	
Never	4	

You are not soliciting. Don't. Say:
Are you, or have you ever been, a KQED member ?

For "No, never" answers, code	1	*in the Member column,* D4.
Used to be	2	
Yes, are now	3	

Ⓔ *Complete the call with something like:*

Fine. That's all. Thank you very much for your cooperation. This information will be very helpful. Good bye.

Script # 4

Photoreduced from 8 1/2" x 14"

SCRIPT # 4

Use only with Data Sheet # 4

Area: ________ Block # ____ Interviewer: ____________

Day: ____________ November _____ Time: ____________ pm

Ⓐ *Record the telephone number (A1). Place the call. Record the time (A3). Allow the phone to ring at least 8 times before going on to another number. Always make an entry in the "Response" column.*

Ⓑ Hello. [My name is ____________________.] *Bracketed part optional.*

I'm calling for the Bay Area Television Association. We're making a television viewing survey, and would like to ask you a few questions, if that's all right.

Pause and wait for a positive response.

Only if necessary, say: This is the organization that supports public television in San Francisco.

If absolutely necessary: Bay Area Television operates channel 9, KQED. *(And if you must mention KQED, proceed with this script only as far as the end of this section. Stop after "what channel are you watching" and write "KQED disclosed" in the unused spaces.)*

Do you have a television set ?

If "no" write "No" in B1, the TV column. Go to Ⓔ.

If "yes" put a check (✓) in B1, and continue.

Is it turned on now ?

If "no" write "No" in B2, the TV On column, and skip down to section Ⓒ

If "yes" put a check in B2, and continue.

Would you mind telling me what channel it is tuned to ?

If necessary, ask: Would you be kind enough to go and look so that we can record the correct channel number ?

Record in B3, the Channel column.

Ⓒ Which local news program do you usually watch ?

Record the channel number in the News column, C1, as follows:

KTVU Tuck & Fortner	*channel* 2	*KGO Early or Weekend News*	*channel* 7
KRON Newswatch	4	*KQED Newsroom*	9
KPIX Eye Witness News	5	*other local news programs,*	*code* M

watch only national news (e.g.- CBS/Cronkite, NBC Nightly News) code N

If the answer was channel 9, skip down to Ⓓ. *Otherwise ask:*

Do you ever watch Newsroom, the news program on channel 9 ?

If "no" write "No" in the Newsroom column, C2, and go to Ⓔ.

If "yes" put a check in C2 and continue.

Ⓓ Compared to other local news programs, how would you rate Newsroom in terms of providing information that is useful and interesting to you? Would you say that it is more useful, as useful, or less useful than other local news programs ?

For "more useful"	*code* 1	*in the Useful column,* D1.
as useful	2	
less useful	3	
no answer	4	

How accurate do you think Newsroom is ? Would you say it is more accurate, as accurate, or less accurate than other local news programs ?

For "more accurate"	*code* 1	*in the Accurate column,* D2.
as accurate	2	
less accurate	3	
no answer	4	

Finally, we'd like to know how fair you think Newsroom is. Would you say it is more fair, as fair, or less fair than other local news programs ?

For "more fair"	*code* 1	*in the Fair column,* D3.
as fair	2	
less fair	3	
no answer	4	

Ⓔ *Complete the call with something like:*

Fine. That's all. Thank you very much for your cooperation. This information will be very helpful. Good bye.

Script # 5

Photoreduced from 8 1/2" x 14"

SCRIPT # 5

Use only with Data Sheet # 5

Area: ________ Block # _____ Interviewer: ______________

Day: ______________ November _____ Time: ____________ pm

Ⓐ *Record the telephone number (A1). Place the call. Record the time (A3). Allow the phone to ring at least 8 times before going on to another number. Always make an entry in the "Response" column.*

Ⓑ Hello. [My name is ____________________.] *Bracketed part optional.*

I'm calling for the Bay Area Television Association. We're making a television viewing survey, and would like to ask you a few questions, if that's all right.

Pause and wait for a positive response.
Only if necessary, say: This is the organization that supports public television in San Francisco.
If absolutely necessary: Bay Area Television operates channel 9, KQED.
(And if you must mention KQED, proceed with this script only as far as the end of this section. Stop after "what channel are you watching" and write "KQED disclosed" in the unused spaces.)

Do you have a television set ?
If "no" write "No" in B1, the TV column. Go to Ⓔ.
If "yes" put a check (✓) in B1, and continue.

Is it turned on now ?
If "no" write "No" in B2, the TV On column, and skip down to section Ⓓ.
If "yes" put a check in B2, and continue.

Would you mind telling me what channel it is tuned to ?
If necessary, ask: Would you be kind enough to go and look so that we can record the correct channel number ?
Record in B3, the Channel column.

* *If the set is tuned to channel 9, complete* Ⓒ *and* Ⓓ, *otherwise just* Ⓓ.

Ⓒ Would you mind telling me how far the head of the household went in school ?

For "Elementary school"	*code* 1	*in the Education Column,* C1.
Some high school	2	
Completed high school	3	
Some college	4	
Completed college	5	
Further education	6	

Ⓓ How often would you say that someone in this household watches KQED, channel 9, the public television station ?

For "Alomst every day"	*code* 1	*in the Channel 9 column,* D1.
Once or twice a week	2	
Just occasionally	3	
Never	4	

* *If the household never watches KQED, go to* Ⓔ.

If the answer was "almost every night" or "once or twice a week," ask:
Can you remember the name of a program that you've seen on channel 9 in the past week ? *If they can (if you believe they did watch channel 9), put a check in the Check column, D2. If not, write "No" in D2. Do not write down the name of the program.*

From what source do you get most of your information about programs which are going to be shown on channel 9 ?
For "FOCUS, the KQED magazine" enter the code 1 in D3, the Info column.

Newspaper tv listings	*code* 2	*TV magazines*	*code* 6
Newspaper tv columns	3	*On-air promotion*	7
Newspaper ads	4	*Word-of-mouth*	8
Newspapers (in general)	5	*other*	9

What program on channel 9 would you say your household watches most often ?
If "Newsroom" or "Sesame Street" put a 1 *under that program name in* D4.
If not, write the name in the Program Name column in D4 *and go to* Ⓔ.
If "Newsroom" or "Sesame Street" ask: And after that ?
If "Newsroom" or "Sesame Street" put a 2 *under that program name in* D4.
If not, write the name in D4 *and go to* Ⓔ.
If "Newsroom" or "Sesame Street" again, ask: And finally, after that ?
Write the name in the Program Name column in D4.

Ⓔ *Complete the call with something like:*

Fine. That's all. Thank you very much for your cooperation. This information will be very helpful. Good bye.

Script # 6

Photoreduced from 8 1/2" x 14"

SCRIPT # 6

Use only with Data Sheet # 6

Area: ________ Block # ____ Interviewer: ______________

Day: ____________ November ____ Time: ____________ pm

Ⓐ *Record the telephone number (A1). Place the call. Record the time (A3). Allow the phone to ring at least 8 times before going on to another number. Always make an entry in the "Response" column.*

Ⓑ Hello. [My name is ____________________.] *Bracketed part optional.*

I'm calling for the Bay Area Television Association. We're making a television viewing survey, and would like to ask you a few questions, if that's all right.

Pause and wait for a positive response.

Only if necessary, say: This is the organization that supports public television in San Francisco.

If absolutely necessary: Bay Area Television operates channel 9, KQED. *(And if you must mention KQED, proceed with this script only as far as the end of this section. Stop after "what channel are you watching" and write "KQED disclosed" in the unused spaces.)*

Do you have a television set ?

If "no" write "No" in B1, the TV column. Go to Ⓔ.
If "yes" put a check (✓) in B1, and continue.

Is it turned on now ?

If "no" write "No" in B2, the TV On column, and skip down to section Ⓓ.
If "yes" put a check in B2, and continue.

Would you mind telling me what channel it is tuned to ?

If necessary, ask: Would you be kind enough to go and look so that we can record the correct channel number ?

Record in B3, the Channel column.

* *If the set is tuned to channel 9, complete* Ⓒ *and* Ⓓ, *otherwise just* Ⓓ.

Ⓒ *This section develops two age profiles for each household: one listing every member, and a second including only those watching tv when the phone rang. Record in the upper and lower portions (respectively) of columns C1 through C6. Do not bother to record a zero if there is no member in a given age category.*

We'd like a description of your household by age categories: pre-school children, elementary school, teenagers, young adults -say- 18 to 25, adults to age 60, and those over 60.

Pause. The party may volunteer all required information. Enter it in the upper ("all") portions of columns C1 through C6. If not, ask by category.

pre-school	*enter in upper* C1	young adults, 18-25	*upper*	C4
elementary school	C2	adults, 26-60		C5
teenagers	C3	adults, over 60		C6

Now using those same age categories, we'd like like to know which members of your household, including yourself, were actually watching television when the phone rang.

Pause. The party may volunteer all required information. Enter it in the lower ("tv") portions of columns C1 through C6. If not, ask by category.

pre-school	*enter in upper* C1	young adults, 18-25	*upper*	C4
elementary school	C2	adults, 26-60		C5
teenagers	C3	adults, over 60		C6

Ⓓ *Unless the set is tuned to channel 9, ask:*

Does anyone in your household ever watch KQED, channel 9, the public tv station ?

If "no" write "No" in D1, the KQED column, and go to Ⓔ.
If "yes" put a check in D1, and continue.

We'd like to know who in your household watches channel 9 the most, by age category.

If the answer is "pre-school" put a check in the Pre-school column, D2, and ask: And after that ?

Code in D3, the Age column:

Elementary school	*code* 2	*Young Adult, 18-25*	*code*	4
Teenager	3	*Adult, 26-60*		5
		Adult, over 60		6

About how many hours per day does he/she watch channel 9 ? *Enter in D4, the Hours column.*

Ⓔ *Complete the call with something like:*

Fine. That's all. Thank you very much for your cooperation. This information will be very helpful. Good bye.

Script # 7

Photoreduced from 8 1/2" x 14"

SCRIPT # 7

Use only with Data Sheet # 7

Area: ________ Block # ____ Interviewer: ______________

Day: ____________ November ____ Time: ____________ pm

Ⓐ *Record the telephone number (A1). Place the call. Record the time (A3). Allow the phone to ring at least 8 times before going on to another number. Always make an entry in the "Response" column.*

Ⓑ Hello. [My name is ________________.] *Bracketed part optional.*

I'm calling for the Bay Area Television Association. We're making a television viewing survey, and would like to ask you a few questions, if that's all right.

Pause and wait for a positive response.
Only if necessary, say: This is the organization that supports public television in San Francisco.
If absolutely necessary: Bay Area Television operates channel 9, KQED.
(And if you must mention KQED, proceed with this script only as far as the end of this section. Stop after "what channel are you watching" and write "KQED disclosed" in the unused spaces.)

Do you have a television set ?
If "no" write "No" in B1, the TV column. Go to Ⓔ.
If "yes" put a check (✓) in B1, and continue.

Is it turned on now ?
If "no" write "No" in B2, the TV On column, and skip down to section Ⓓ.
If "yes" put a check in B2, and continue.

Would you mind telling me what channel it is tuned to ?
If necessary, ask: Would you be kind enough to go and look so that we can record the correct channel number ?
Record in B3, the Channel column.

* *If the set is tuned to channel 9, complete* Ⓒ *and* Ⓓ, *otherwise just* Ⓓ.

Ⓒ *This section develops two age profiles for each household: one listing every member, and a second including only those watching tv when the phone rang. Record in the upper and lower portions (respectively) of columns C1 through C6. Do not bother to record a zero if there is no member in a given age category.*

We'd like a description of your household by age categories: pre-school children, elementary school, teenagers, young adults -say- 18 to 25, adults to age 60, and those over 60.

Pause. The party may volunteer all required information. Enter it in the upper ("all") portions of columns C1 through C6. If not, ask by category.

pre-school	*enter in upper*	C1	young adults, 18-25	*upper*	C4
elementary school		C2	adults, 26-60		C5
teenagers		C3	adults, over 60		C6

Now, using those same age categories, we'd like to know which members of your household, including yourself, were actually watching television when the phone rang.

Pause. The part may volunteer all required information. Enter it in the lower ("tv") portions of columns C1 through C6. If not, ask by category.

pre-school	*enter in lower*	C1	young adults, 18-25	*lower*	C4
elementary school		C2	adults, 26-60		C5
teenagers		C3	adults, over 60		C6

Ⓓ *Unless the set is tuned to channel 9, ask:*
Does anyone in your household ever watch KQED, channel 9, the public tv station ?
If "no" write "No" in D1, the KQED column, and go to Ⓔ.
If "yes" put a check in D1, and continue.

Would you say that channel 9 serves the community at large, or does it cater to a specialized audience ?
If "community at large" put a check in D2, the Community column. Go to Ⓔ.
If "specialized audience" ask:
What would you say that specialized audience is ?
Write the answer in D3, the Specialized Audience column.

Ⓔ *Complete the call with something like:*

Fine. That's all. Thank you very much for your cooperation. This information will be very helpful. Good bye.

Script # 8

Photoreduced from 8 1/2" x 14"

SCRIPT # 8

Use only with Data Sheet # 8

Area: ________ Block # ____ Interviewer: ________________

Day: ______________ November ____ Time: ____________ pm

Ⓐ *Record the telephone number (A1). Place the call. Record the time (A3). Allow the phone to ring at least 8 times before going on to another number. Always make an entry in the "Response" column.*

Ⓑ Hello. [My name is ____________________.] *Bracketed part optional.*

I'm calling for the Bay Area Television Association. We're making a television viewing survey, and would like to ask you a few questions, if that's all right.

Pause and wait for a positive response.
Only if necessary, say: This is the organization that supports public television in San Francisco.
If absolutely necessary: Bay Area Television operates channel 9, KQED.
(And if you must mention KQED, proceed with this script only as far as the end of this section. Stop after "what channel are you watching" and write "KQED disclosed" in the unused spaces.)

Do you have a television set ?
If "no" write "No" in B1, the TV column. Go to Ⓔ.
If "yes" put a check (✓) in B1, and continue.

Is it turned on now ?
If "no" write "No" in B2, the TV On column, and skip down to section Ⓓ.
If "yes" put a check in B2, and continue.

Would you mind telling me what channel it is tuned to ?
If necessary, ask: Would you be kind enough to go and look so that we can record the correct channel number ?
Record in B3, the Channel column.

* *If the set is tuned to channel 9, complete* Ⓒ *and* Ⓓ, *otherwise just* Ⓓ.

Ⓒ *This section develops two age profiles for each household: one listing every member, and a second including only those watching tv when the phone rang. Record in the upper and lower portions (respectively) of columns C1 through C6. Do not bother to record a zero if there is no member in a given age category.*

We'd like a description of your household by age categories: pre-school children, elementary school, teenagers, young adults -say- 18 to 25, adults to age 60, and those over 60.

Pause. The party may volunteer all required information. Enter it in the upper ("all") portions of columns C1 through C6. If not, ask by category.

pre-school	*enter in upper* C1	young adults, 18-25	*upper* C4
elementary school	C2	adults, 26-60	C5
teenagers	C3	adults, over 60	C6

Now, using those same age cateogries, we'd like to know which members of your household, including yourself, were actually watching television when the phone rang.

Pause. The party may volunteer all required information. Enter it in the lower ("tv") portions of columns C1 through C6. If not, ask by category.

pre-school	*enter in lower* C1	young adults, 18-25	*lower* C4
elementary school	C2	adults, 26-60	C5
teenagers	C3	adults, over 60	C6

Ⓓ *Unless the set is tuned to channel 9, ask:*
Does anyone in your household ever watch KQED, channel 9, the public tv station ?
If "no" write "No" in D1, the KQED column, and go to Ⓔ.
If "yes" put a check in D1, and continue.

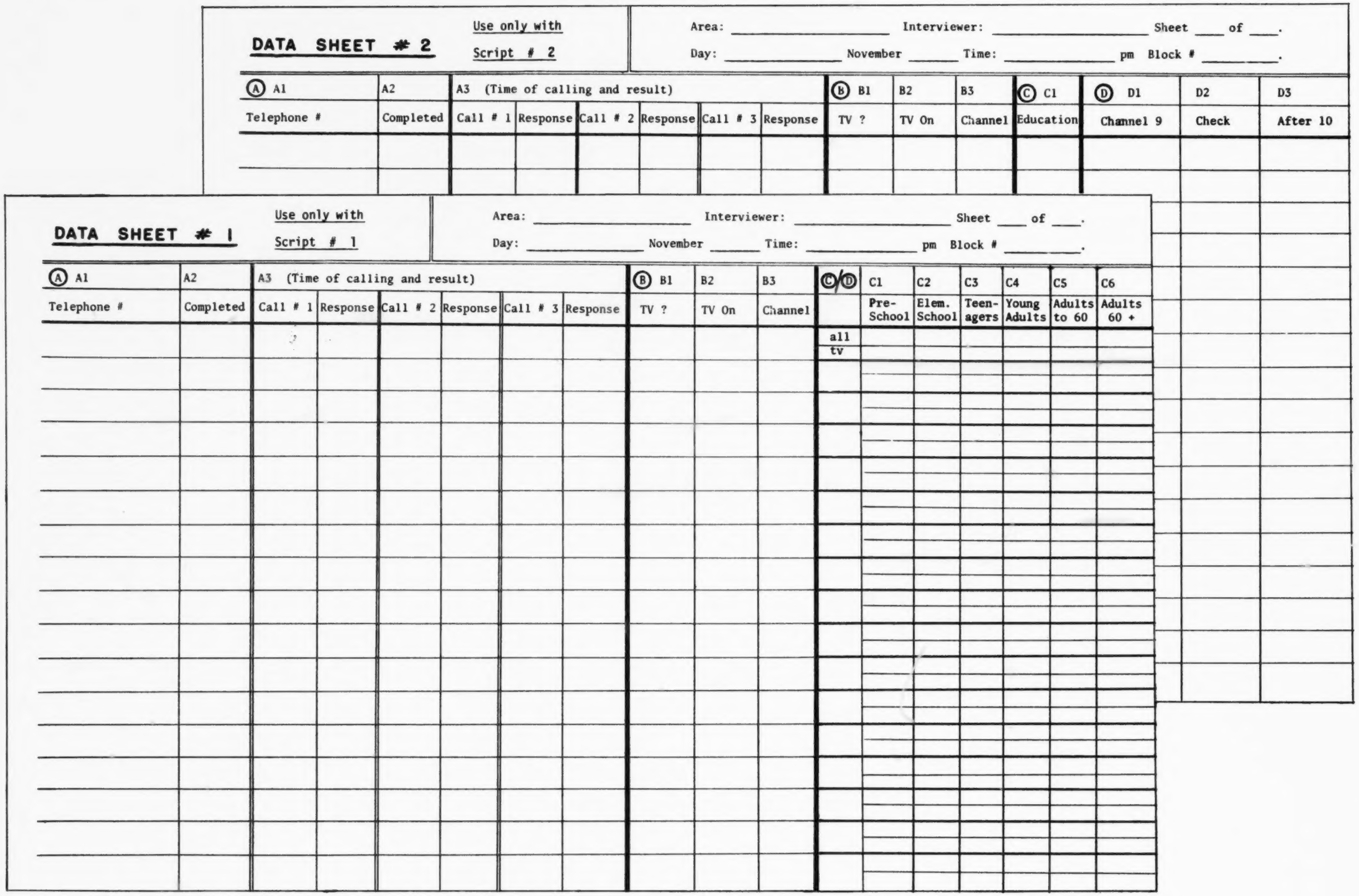
About how many hours per day is anyone in your household watching channel 9 ?
Enter the number of hours in D2, the Hours column.

What would you say is KQED's greatest strength ? *Enter in D3, the Strength column.*

What would you say is KQED's greatest weakness ? *Enter in D4, the Weakness column.*

Ⓔ *Complete the call with something like:*

Fine. That's all. Thank you very much for your cooperation.
This information will be very helpful. Good bye.



DATA SHEET # 2

Use only with
Script # 2

Area: ______________ Interviewer: ________________ Sheet ___ of ___.
Day: ______________ November ______ Time: ______________ pm Block # ________.

Ⓐ A1	A2	A3 (Time of calling and result)						Ⓑ B1	B2	B3	Ⓒ C1	Ⓓ D1	D2	D3
Telephone #	Completed	Call # 1	Response	Call # 2	Response	Call # 3	Response	TV ?	TV On	Channel	Education	Channel 9	Check	After 10

DATA SHEET # 1

Use only with
Script # 1

Area: ______________ Interviewer: ________________ Sheet ___ of ___.
Day: ______________ November ______ Time: ______________ pm Block # ________.

Ⓐ A1	A2	A3 (Time of calling and result)						Ⓑ B1	B2	B3	Ⓒ/Ⓓ	C1	C2	C3	C4	C5	C6
Telephone #	Completed	Call # 1	Response	Call # 2	Response	Call # 3	Response	TV ?	TV On	Channel		Pre-School	Elem. School	Teen-agers	Young Adults	Adults to 60	Adults 60 +
											all tv						

Data Sheets (Photoreduced from 8 1/2" x 14")

KQED Survey Sample

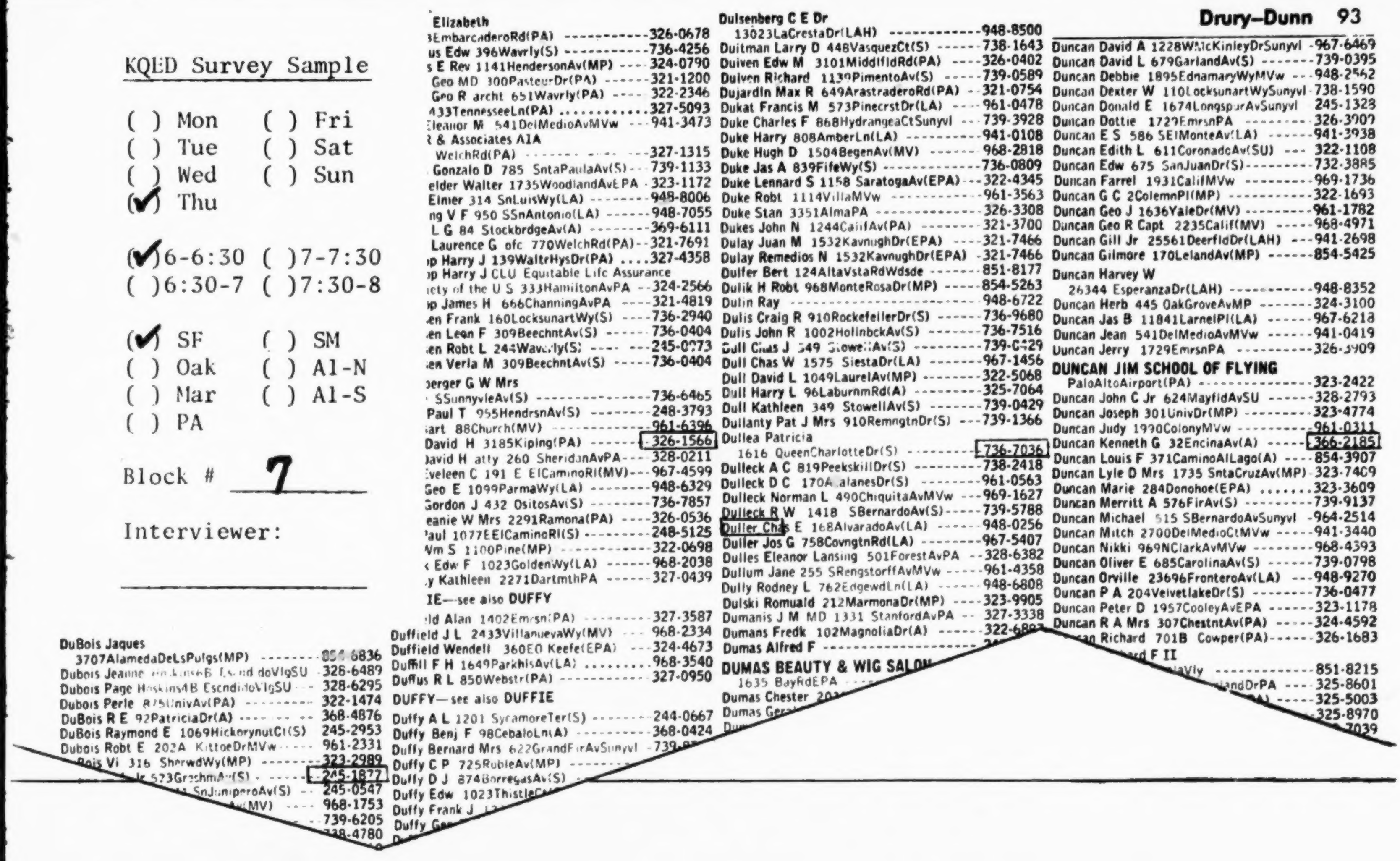
( ) Mon ( ) Fri
( ) Tue ( ) Sat
( ) Wed ( ) Sun
(✓) Thu

(✓)6-6:30 ( )7-7:30
( )6:30-7 ( )7:30-8

(✓) SF ( ) SM
( ) Oak ( ) Al-N
( ) Mar ( ) Al-S
( ) PA

Block # 7

Interviewer: ____________



Drury–Dunn 93

DuBois Jaques
3707AlamedaDeLsPulgs(MP) -------- 854-6836
Dubois Jeanne ... doVlgSU - 326-6489
Dubois Page Hoskins4B EscndidoVlgSU --- 328-6295
Dubois Perle 875UnivAv(PA) --------- 322-1474
DuBois R E 92PatriciaDr(A) -------- 368-4876
DuBois Raymond E 1069HickorynutCt(S) 245-2953
Dubois Robt E 202A KittoeDrMVw ---- 961-2331
...Bois Vi 316 SherwdWy(MP) --------323-2989
...Jr 573GreshmAv(S) - ------ 245-1877
...SnJuniperoAv(S) -- 245-0547
...Av(MV) ---- 968-1753
... - - 739-6205
...38-4780

Elizabeth
3EmbarcaderoRd(PA) ------------326-0678
us Edw 396Wavrly(S) ------------736-4256
s E Rev 1141HendersonAv(MP) ----324-0790
Geo MD 300PasteurDr(PA) ------321-1200
Geo R archt 651Wavrly(PA) ---- 322-2346
433TennesseeLn(PA) 327-5093
Eleanor M 541DelMedioAvMVw ---941-3473
R & Associates AIA
WelchRd(PA) ----------327-1315
Gonzalo D 785 SntaPaulaAv(S)---739-1133
elder Walter 1735WoodlandAvEPA - 323-1172
Elmer 314 SnLuisWy(LA) --------948-8006
ng V F 950 SSnAntonio(LA) ------948-7055
L G 84 StockbrdgeAv(A) --------369-6111
Laurence G ofc 770WelchRd(PA)--321-7691
op Harry J 139WaltrHysDr(PA) 327-4358
op Harry J CLU Equitable Life Assurance
iety of the U S 333HamiltonAvPA --324-2566
op James H 666ChanningAvPA ----321-4819
en Frank 160LocksunartWy(S) ----736-2940
en Leon F 309BeechntAv(S) ------736-0404
en Robt L 244Wavrly(S) ---- ---245-0073
en Verla M 309BeechntAv(S) -----736-0404
berger G W Mrs
SSunnyvleAv(S) ----------------736-6465
Paul T 955HendrsnAv(S) ---------248-3793
art 88Church(MV) ---------------961-6396
David H 3185Kipling(PA) ------ 326-1566
David H atty 260 SheridanAvPA---328-0211
Eveleen C 191 E ElCaminoRl(MV)---967-4599
Geo E 1099ParmaWy(LA) ---------948-6329
Gordon J 432 OsitosAv(S) ---------736-7857
eanie W Mrs 2291Ramona(PA) ----326-0536
Paul 1077EElCaminoRl(S) ---------248-5125
Wm S 1100Pine(MP) -------------322-0698
Edw F 1023GoldenWy(LA) ------968-2038
y Kathleen 2271DartmthPA ------327-0439
IE—see also DUFFY
ld Alan 1402Emrsn(PA) ---------327-3587
Duffield J L 2433VillanuevaWy(MV) --- 968-2334
Duffield Wendell 360EO Keefe(EPA) ---324-4673
Duffill F H 1649ParkhlsAv(LA) 968-3540
Duffus R L 850Webstr(PA) ------------327-0950
DUFFY—see also DUFFIE
Duffy A L 1201 SycamoreTer(S) --------244-0667
Duffy Benj F 98CebaloLn(A) ----------368-0424
Duffy Bernard Mrs 622GrandFirAvSunyvl -739-9...
Duffy C P 725RobleAv(MP) ---
Duffy D J 874BorregasAv(S)
Duffy Edw 1023Thistle...
Duffy Frank J ...
Duffy Ge...

Dulsenberg C E Dr
13023LaCrestaDr(LAH) -------------948-8500
Duitman Larry D 448VasquezCt(S) ------738-1643
Duiven Edw M 3101MiddlfldRd(PA) ----326-0402
Duiven Richard 1139PimentoAv(S) -----739-0589
Dujardin Max R 649ArastraderoRd(PA) --321-0754
Dukat Francis M 573PinecrstDr(LA) ----961-0478
Duke Charles F 868HydrangeaCtSunyvl ---739-3928
Duke Harry 808AmberLn(LA) -----------941-0108
Duke Hugh D 1504BegenAv(MV) ------- 968-2818
Duke Jas A 839FifeWy(S) --------------736-0809
Duke Lennard S 1158 SaratogaAv(EPA)---322-4345
Duke Robt 1114VillaMVw --------------961-3563
Duke Stan 3351AlmaPA ----------------326-3308
Dukes John N 1244CalifAv(PA) ---------321-3700
Dulay Juan M 1532KavnughDr(EPA) ----321-7466
Dulay Remedios N 1532KavnughDr(EPA) -321-7466
Dulfer Bert 124AltaVstaRdWdsde -------851-8177
Dulik H Robt 968MonteRosaDr(MP) -----854-5263
Dulin Ray ---------------------------948-6722
Dulis Craig R 910RockefellerDr(S) ------736-9680
Dulis John R 1002HollnbckAv(S) -------736-7516
Dull Chas J 349 StowellAv(S) ---------739-0429
Dull Chas W 1575 SiestaDr(LA) --------967-1456
Dull David L 1049LaurelAv(MP) --------322-5068
Dull Harry L 96LaburnmRd(A) ---------325-7064
Dull Kathleen 349 StowellAv(S) --------739-0429
Dullanty Pat J Mrs 910RemngtnDr(S) ---739-1366
Dullea Patricia
1616 QueenCharlotteDr(S) ---------736-7036
Dulleck A C 819PeekskillDr(S) ---------738-2418
Dulleck D C 170AlamalanesDr(S) ---------961-0563
Dulleck Norman L 490ChiquitaAvMVw ---969-1627
Dulleck R W 1418 SBernardoAv(S)-----739-5788
Duller Chas E 168AlvaradoAv(LA) ------948-0256
Duller Jos G 758CovngtnRd(LA) ---------967-5407
Dulles Eleanor Lansing 501ForestAvPA --328-6382
Dullum Jane 255 SRengstorffAvMVw -----961-4358
Dully Rodney L 762EdgewdLn(LA) ------948-6808
Dulski Romuald 212MarmonaDr(MP) ----323-9905
Dumanis J M MD 1331 StanfordAvPA -- 327-3338
Dumans Fredk 102MagnoliaDr(A) ------322-68...
Dumas Alfred F ------------------
DUMAS BEAUTY & WIG SALON
1635 BayRdEPA ---
Dumas Chester 20...
Dumas Ger...
Du...

Duncan David A 1228WMcKinleyDrSunyvl -967-6469
Duncan David L 679GarlandAv(S) -------739-0395
Duncan Debbie 1895EdnamaryWyMVw ---948-2562
Duncan Dexter W 110LocksunartWySunyvl 738-1590
Duncan Donald E 1674LongspurAvSunyvl 245-1323
Duncan Dottie 1729EmrsnPA ---------326-3907
Duncan E S 586 SElMonteAv(LA) ------941-3938
Duncan Edith L 611CoronadoAv(SU) --- 322-1108
Duncan Edw 675 SanJuanDr(S)---------732-3885
Duncan Farrel 1931CalifMVw ---------969-1736
Duncan G C 2ColemnPl(MP) ------------322-1693
Duncan Geo J 1636YaleDr(MV) ----------961-1782
Duncan Geo R Capt 2235Calif(MV) -----968-4971
Duncan Gill Jr 25561DeerfldDr(LAH) ---941-2698
Duncan Gilmore 170LelandAv(MP) ------854-5425
Duncan Harvey W
26344 EsperanzaDr(LAH) -----------948-8352
Duncan Herb 445 OakGroveAvMP -------324-3100
Duncan Jas B 11841LarnelPl(LA) ------967-6218
Duncan Jean 541DelMedioAvMVw ------941-0419
Duncan Jerry 1729EmrsnPA -----------326-3909
DUNCAN JIM SCHOOL OF FLYING
PaloAltoAirport(PA) ----------------323-2422
Duncan John C Jr 624MayfldAvSU ------328-2793
Duncan Joseph 301UnivDr(MP) ---------323-4774
Duncan Judy 1990ColonyMVw ----------961-0311
Duncan Kenneth G 32EncinaAv(A) -----366-2185
Duncan Louis F 371CaminoAlLago(A) ----854-3907
Duncan Lyle D Mrs 1735 SntaCruzAv(MP)-323-7409
Duncan Marie 284Donohoe(EPA) 323-3609
Duncan Merritt A 576FirAv(S) ---------739-9137
Duncan Michael 515 SBernardoAvSunyvl -964-2514
Duncan Mitch 2700DelMedioCtMVw -----941-3440
Duncan Nikki 969NClarkAvMVw --------968-4393
Duncan Oliver E 685CarolinaAv(S) ------739-0798
Duncan Orville 23696FronteroAv(LA) ---948-9270
Duncan P A 204VelvetlakeDr(S) --------736-0477
Duncan Peter D 1957CooleyAvEPA ------323-1178
Duncan R A Mrs 307ChestntAv(PA) -----324-4592
...can Richard 701B Cowper(PA)------326-1683
...ard F II
...laVly -------------851-8215
...andDrPA ---325-8601
...-----325-5003
...325-8970
...7039

KQED Audience Survey

COMMENTS SHEET

Day: ____________, November ________, Time: ____________

Calling area: ____________, Block # ________, Interviewer: ____________

Use this sheet to record brief comments made by respondents which are important.
Record the telephone number (at the left), and what was said (briefly).
You should not need more space than this.

STANFORD UNIVERSITY
STANFORD, CALIFORNIA 94305

INSTITUTE FOR COMMUNICATION RESEARCH

CYPRESS HALL
Telephone:
415/321-2300
Extension 2753

March 31, 1971

To all KQED Viewing Survey Volunteers:

Here (at long last) is a summary of the results of the November KQED survey which you helped conduct.

During the survey week a total of 244 volunteer interviewers placed 21,465 telephone calls in the Bay Area. As we expected, this turned out to be the largest study of a public television station to date. Our preliminary check of the results indicated that we had gathered a great deal of useful information and encouraged us to seek financial support for a very thorough analysis of the data. After reviewing our preliminary results and proposals, the Corporation for Public Broadcasting and the Ford Foundation made research grants to KQED which allowed us to code the results and thoroughly analyze the data using the IBM 360/67 computer at Stanford. The grants also provided funds for a comprehensive report which will be published in about two weeks. The project has grown from our original plan and we will be able to provide information of use not only to KQED but also to others studying public television across the United States. Our thanks to you for providing the data base which has made this possible.

What did we find out ?

In general, we found that KQED's audience is larger and much more satisfied than we anticipated. Perhaps the most striking aspect of our findings was that those households which view KQED regularly - both member households and others - are on the whole extremely enthusiastic supporters. We tabulated 1287 written comments from your Comments Sheets and found these particularly useful in assessing the attitudes of respondents to KQED, in picking up the "tone" of the responses.

How large is the audience ?

KQED's weekly circulation (those who said they viewed public television in San Francisco at least once a week and could name the programs they had seen to prove it) was 35.7 % of all television households. This is an increase from our last similar measurement which was 29.6 % in 1966. It is also considerably higher than the national public television figures, which were 21 % in 1969 and 26 % in 1970. Throughout its total coverage area, we estimate that KQED reaches 636,000 households each week. During the 4-hour periods measured each night of the survey week, KQED had an average audience at any one time of 30,600 households representing approximately 73,500 viewers.

Who's watching ?

In the past, the audiences of public television throughout the United States have tended to be older, better educated, and more economically advantaged than the population averages. This is still true to a great extent in San Francisco but there have been changes. The educational influence remains very strong: where the head of the household has education beyond the completion of college, the household is almost 3 times as likely to be viewing KQED than the average. And such a household is almost twice as likely to have the television set turned off. We found that Sesame Street, consistent with the intentions of the producers, is viewed by households with a much wider variation in educational background than the average KQED program.

The age profile of KQED's audience has changed. We expected to find evidence to support the frequent speculation that teenagers and young adults have virtually abandonned all television, including KQED. We didn't. We found that teenagers as a group were watching 7.6 % less than the average but that young adults (18-25) watched television about as much as any other group, with the exception of adults over 60, where viewing was 19.5 % greater than the average. Surprisingly, we found that young adults constituted 12.8 % of KQED's total audience, compared with 8.3 % for Channel 4, 6.4 % for Channel 5, and 13.2 % for Channel 7.

What about specific programs ?

Newsroom, Sesame Street, and Civilisation were the programs which the public chiefly associated with KQED during the survey.

Newsroom is the local news program usually watched in 8.2 % of all households which watch local news. Newsroom has an average audience of about 67,500 households. During the survey, Newsroom viewing was greatest in the Marin and Palo Alto calling areas. Newsroom sparked the most comments about KQED, comments both extremely favorable and bitterly critical. When asked about Newsroom, we found that 48.7 % said that Newsroom was "more useful" than other local news programs, 33.4 % said "as useful," and only 6.1 % "less useful." 34.3 % said Newsroom was "more accurate," and 30.7 % "more fair." Regular KQED viewers were great Newsroom fans: 83.0 % said Newsroom was "more useful."

Sesame Street has given a new dimension to the KQED station image. Many households now think Sesame Street when they think KQED, and a few too many think that KQED "is for kids only." In 32.1 % of all KQED viewing households, Sesame Street is the most frequently viewed KQED program.

Civilisation attracted the largest single audience of any KQED program during the survey week. Civilisation was viewed by 9.6 % of all viewing households on the Wednesday night showing, and by 6.2 % on Sunday night.

The Wednesday evening program lineup of Newsroom, French Chef, Civilisation, and the Nader Report attracted an audience twice as large as the week's average, and accounted for 24.9 % of all KQED viewing households in the survey.

What changes ?

The program ratings have been in use by KQED management in making programming decisions since early December. There were a lot of surprises in individual program ratings. And the results showed that competitive programming is a much more important factor in determining the audience size for a KQED program than we had suspected. They also show that there is a great deal of channel switching between programs.

KQED has been aware of the impossible problem of walking the fine line between being "too dull, boring, and dry" and "too liberal, radical, or hip" for a long time. The balancing act continues, now with a better picture of the distribution of all the different points of view.

Many of the specific program suggestions have been noted by KQED, and many of them have been implemented. The "Feedback" feature of Newsroom is continuing this process, gathering more suggestions and reactions and providing valuable programming guidance.

KQED's greatest problem is its acute lack of funds. To some extent the survey may be a useful weapon in attacking that problem. The fact that KQED is concerned about the problems considered in the survey shows that the station has a serious interest in serving the community. And the results of the survey indicate that public television is alive and well in San Francisco. Admittedly, more people view Channel 4 or 5 or 7, but a significant number are looking at 9. More importantly, Channel 9's viewers value the information they receive from the station.

The main recommendations which we are making to KQED concentrate on schemes for reaching the community with current programming services rather than specific programming changes. The problem of designing and financing effective promotional campaigns has always been a difficult one. We feel it is now one of the major problems to be solved, not only by KQED but by public television stations throughout the country.

Those of us who worked on the survey at Stanford are pleased, encouraged, and in some ways surprised by the results. Shifts in the age, education, and program preference pattern of KQED viewers indicate that the station is indeed gaining ground. The comments of the respondents show new and greater awareness and support for public television. We feel that KQED should be as pleased and encouraged as we are.

What about other surveys ?

We have no plans for repeat surveys of this type in the near future. Research for some time to come will be organized to look at one or two specific problem areas. We have retained the telephone information from this survey so that in the future we can plan to contact only known KQED viewers to get their reactions. We have passed along a number of specific recommendations to others considering similar studies. Included is the advice to stop placing calls at 9:30 pm.

Finally ...

We have passed along this data for your personal information. If you or anyone you come in contact with wishes to use this information, we will be pleased to cooperate, but we request that you first contact us to obtain the complete report which contains a discussion of the limitations of the data and the level of confidence justified.

If you have any questions arising from your participation in the survey or from this information, we will be glad to attempt to answer them. You may contact us by mail or by telephone.

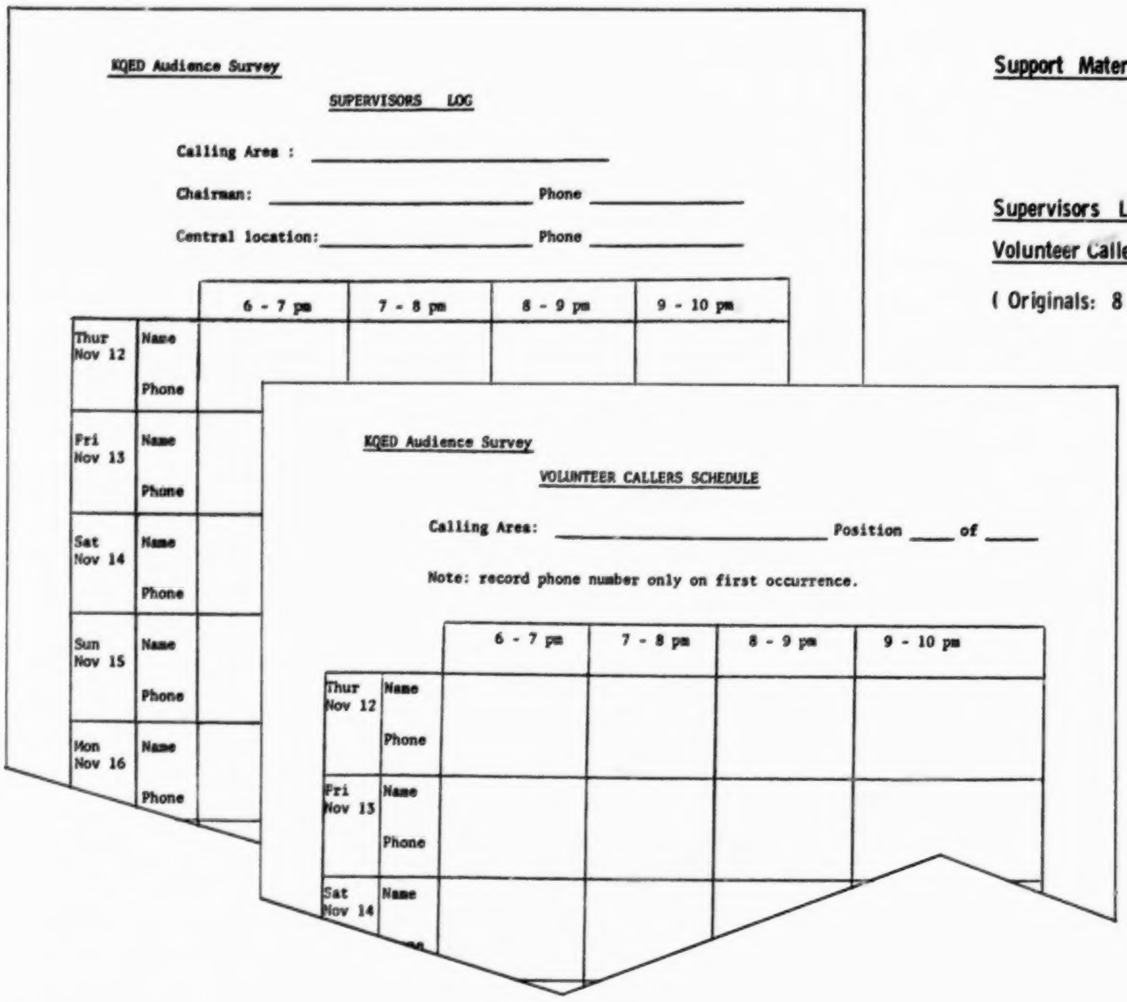
Once again, on behalf of Richard O. Moore, President and General Manager of KQED, and Prof. Wilbur Schramm, Director of the Institute for Communication Research at Stanford, thank you for your cooperation and assistance in making this study possible.

Sincerely,

R. Bruce McKay

(Note: A short thank-you letter, not reproduced here, was sent to all volunteers immediately after the survey thanking them for their efforts and explaining that they would receive the results later.)

Support Materials



Supervisors Log and
Volunteer Callers Schedule
(Originals: 8 1/2" x 11")

KQED Audience Survey

SUPERVISORS LOG

Calling Area : ____________________

Chairman: ____________________ Phone ____________

Central location: ____________________ Phone ____________

		6 - 7 pm	7 - 8 pm	8 - 9 pm	9 - 10 pm
Thur Nov 12	Name				
	Phone				
Fri Nov 13	Name				
	Phone				
Sat Nov 14	Name				
	Phone				
Sun Nov 15	Name				
	Phone				
Mon Nov 16	Name				
	Phone				

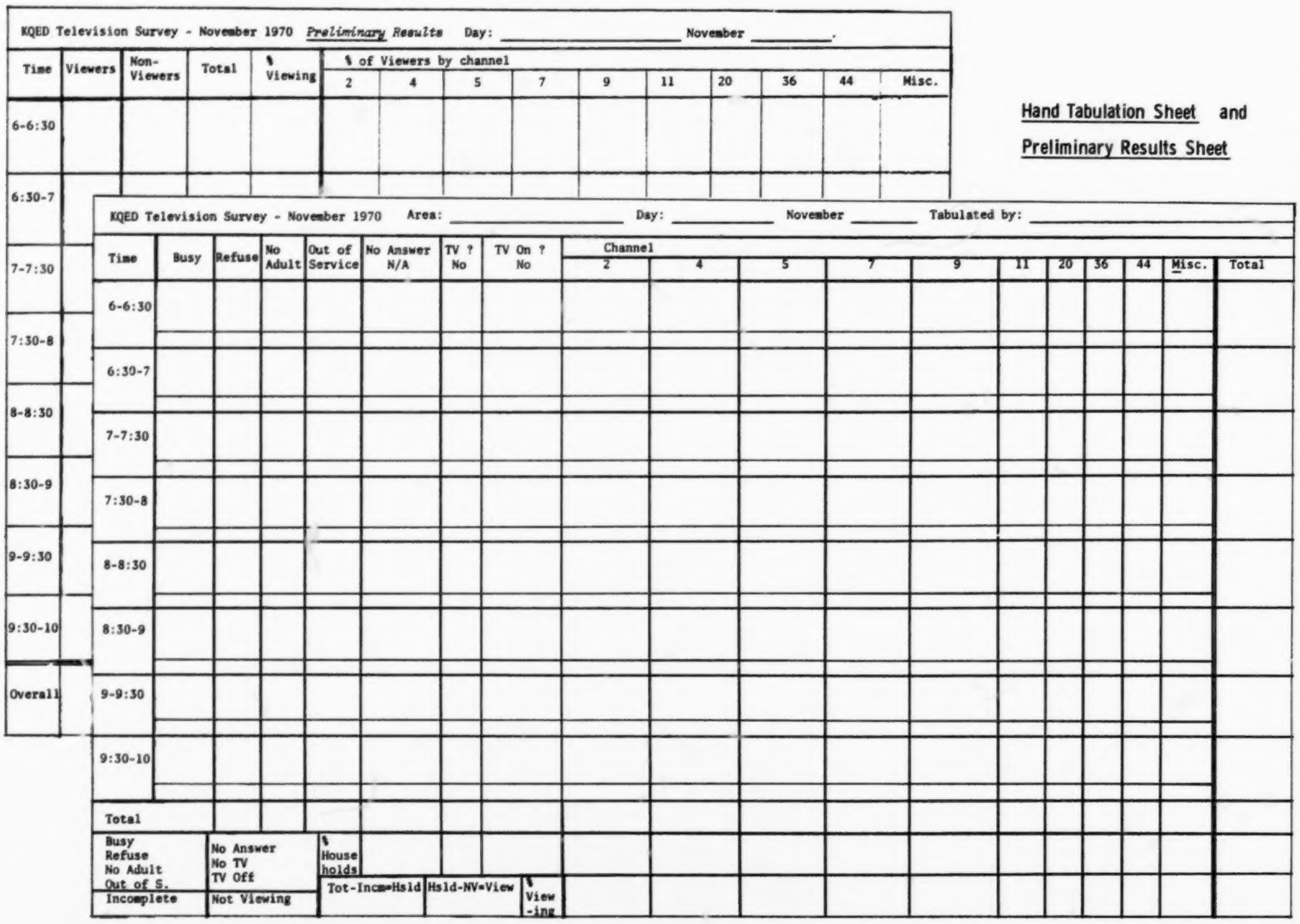
KQED Audience Survey

VOLUNTEER CALLERS SCHEDULE

Calling Area: ____________________ Position ____ of ____

Note: record phone number only on first occurrence.

		6 - 7 pm	7 - 8 pm	8 - 9 pm	9 - 10 pm
Thur Nov 12	Name				
	Phone				
Fri Nov 13	Name				
	Phone				
Sat Nov 14	Name				



Hand Tabulation Sheet and
Preliminary Results Sheet

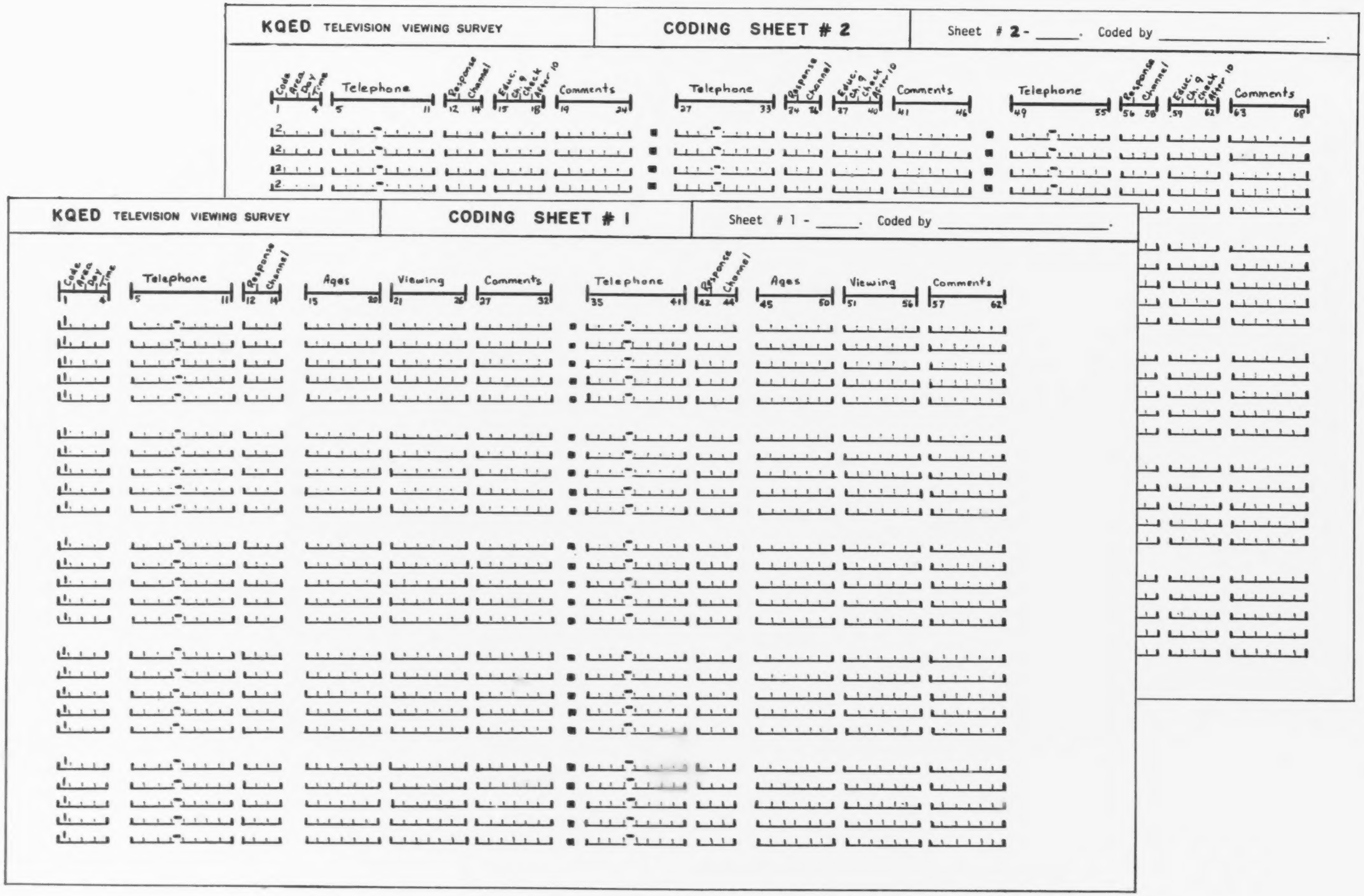
KQED Television Survey - November 1970 *Preliminary Results* Day: ____________________ November __________.

Time	Viewers	Non-Viewers	Total	% Viewing	% of Viewers by channel									
					2	4	5	7	9	11	20	36	44	Misc.
6-6:30														
6:30-7														
7-7:30														
7:30-8														
8-8:30														
8:30-9														
9-9:30														
9:30-10														
Overall														

KQED Television Survey - November 1970 Area: ____________________ Day: ____________ November ________ Tabulated by: ____________________

Time	Busy	Refuse	No Adult	Out of Service	No Answer N/A	TV ? No	TV On ? No	Channel										Total
								2	4	5	7	9	11	20	36	44	Misc.	
6-6:30																		
6:30-7																		
7-7:30																		
7:30-8																		
8-8:30																		
8:30-9																		
9-9:30																		
9:30-10																		
Total																		

Busy Refuse No Adult Out of S.	No Answer No TV TV Off	% House holds			
Incomplete	Not Viewing	Tot-Incm=Hsld	Hsld-NV=View	% View -ing	



KQED TELEVISION VIEWING SURVEY | CODING SHEET # 2 | Sheet # 2- ____. Coded by ____________.

Code Area Day Time 1 4 | Telephone 5 11 | Response Channel 12 14 | Educ. Ch. 9 Check After 10 15 18 | Comments 19 24 | Telephone 27 33 | Response Channel 34 36 | Educ. Ch. 9 Check After 10 37 40 | Comments 41 46 | Telephone 49 55 | Response Channel 56 58 | Educ. Ch. 9 Check After 10 59 62 | Comments 63 68

KQED TELEVISION VIEWING SURVEY | CODING SHEET # 1 | Sheet # 1 - ____. Coded by ____________.

Code Area Day Time 1 4 | Telephone 5 11 | Response Channel 12 14 | Ages 15 20 | Viewing 21 26 | Comments 27 32 | Telephone 35 41 | Response Channel 42 44 | Ages 45 50 | Viewing 51 56 | Comments 57 62

Coding Sheets (Photoreduced from 8 1/2" x 14" - originals printed in green)

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20. Moore, p. 3.

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